

# Gregory Clark

English Department  
Brigham Young University  
Provo, Utah 84602  
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## Academic Appointments

Professor, English, 1995-present  
Associate Professor, English, 1990-1995  
Assistant Professor, English, 1985-1990  
Brigham Young University, Provo, UT.  
Visiting Professor, English, BYU Hawaii, 2009.  
Visiting Lecturer, University Writing Program, University of Utah, 1994  
Teaching Assistant, Rhetoric and Communication, 1983-1985  
Rensselaer Polytechnic Institute, Troy, NY.  
Instructor / Assistant Professor, English, 1977-1983  
Snow College, Ephraim, UT

## Education

Ph.D., Communication and Rhetoric, 1985  
Rensselaer Polytechnic Institute, Troy, NY.  
M.A., English, 1977  
B.A., English, 1972,  
Brigham Young University, Provo, UT.

## Honors and Awards

BYU English Department Scholarship Award, 2006  
Brigham Young University Alumni Professorship, 1999-2002  
English Department Teacher of the Year, 1989

## Professional Service

Executive Director, Rhetoric Society of America, 2008-present  
Editor, *Rhetoric Society Quarterly*, 2000-2007  
Member, Editorial Board, *Rhetoric Society Quarterly*, 2008-present  
Member, Editorial Board, *KB Journal*, 2004-present  
Member, Board of Directors, Rhetoric Society of America, 1994-1998  
Member, Program Committee, 1996 & 1998 Conferences of Rhetoric Society of America  
Contributing bibliographer, *CCCC Bibliography of Composition & Rhetoric*, 1987-95  
Referee for major journals, university presses, commercial presses, and conferences in rhetorical studies and composition studies.  
External reviewer for promotion and tenure decisions, and for unit reviews in rhetoric and English studies.

## Professional Affiliations

Rhetoric Society of America.  
Conference on College Composition and Communication  
National Communication Association  
Modern Language Association  
American Society for the History of Rhetoric

### **Administrative Service at BYU**

Associate Dean, College of Humanities, 2006-present.  
Chair, English Department, 2005-2006.  
Associate Chair, English Department, 2003-2005.  
Coordinator, English Composition Program, 2003-2005.  
Associate Coordinator, English Composition Program, 2001-2003  
Coordinator, American Studies Program, 1998-2001  
Faculty Section Head, Rhetoric and Composition, English Department--1994-1998  
Associate Chair, English Department, 1991-1993  
Associate Coordinator English Composition--1990-1991

### **Committee Service at BYU**

Member, University Curriculum Council, 2006-present.  
Member, College Advisory Council, College of Humanities, 2005-present.  
Chair, Department Executive Committee, English Department, 2005-2006  
Member, Department Executive Committee, English Department, 2003-2005  
Member, Rank and Advancement Committee, College of Humanities, 2003  
Member, Hiring Committee, English Department, 2002-2003  
Member, Rank and Advancement Committee, English Department, 2000-2002  
Member, Rank and Advancement Committee, College of Humanities, 1995-1998  
Head, Writing Faculty Section, English Department, 1993-1996.  
Chair, Rank and Advancement Committee, English Department, 1991-1993.  
Member, Graduate Council, English Department 1987-1991.  
Chair, Graduate Curriculum Committee.  
Member, Composition Council, English Department 1986-1993.  
Member, Curriculum Committee, English Department, BYU, 1985-1987.

### **Teaching and Research Areas**

Rhetorical functions of American literature and culture, rhetorical criticism, history of rhetoric, rhetoric and composition theory

Courses taught:

- Teaching Rhetoric and Composition (grad)
- Rhetorical Theory (grad)
- History of Rhetoric (grad)
- Rhetorical Criticism (grad)
- Early American Literature (grad)
- Theory Discourse (grad)
- American Studies (grad)
- Methods of Cultural Criticism (ugrad)
- History of Rhetoric (ugrad)
- Travel Narratives in the US (ugrad)
- Contemporary Critical Theory (ugrad)
- Early American Literature (ugrad)
- American Literature and Culture (ugrad)
- Introduction to Literary Studies (ugrad)
- Advanced Composition (ugrad)
- College Composition (ugrad)

Current Project: A study of the jazz music as a model for productive interaction of the aesthetic and the rhetorical.

## Publications

### Books

*Rhetorical Landscapes in America: Variations on a Theme from Kenneth Burke.*

University of South Carolina Press, 2004.

*Oratorical Culture in America: Essays on the Transformation of Nineteenth-Century Rhetoric.*

Co-edited with S. Michael Halloran. Carbondale: Southern Illinois University Press, 1993.

*Dialogue, Dialectic, and Conversation: A Social Perspective on the Function of Writing.*

Carbondale: Southern Illinois University Press, 1990.

### Book Chapters

(Accepted)

"Transcendence After Dialogue" (25 ms pages). *Perspectives on Kenneth Burke's Concept of Transcendence*, ed. Bryan Crable. Parlor Press, 2010.

"Remembering Zion: Architectural Encounters in a National Park" (30 ms pages).

*Naturalizing Rhetoric: Environmental Politics and the Visual Poetics of National Parks and Monuments*, ed. Tom Patin. University of Minnesota Press, 2009.

"Rhetorical Experience and The Jazz Museum in Harlem" (28 ms pages). *Places of Public*

*Memory: The Rhetoric of Museums and Memorials*, ed. Greg Dickinson, Brian L. Ott, and Carole Blair. University of Alabama Press, 2009.

(In print)

"Aesthetic Power and Rhetorical Experience," 96-109. *Kenneth Burke and his Circles*, ed. Jack Selzer and Robert Wess. Parlor Press, 2008

"National Park Landscapes and the Rhetorical Display of a Civic Religion," with S. Michael Halloran. 141-156. *Rhetorics of Display*, ed. Lawrence Prelli. University of South Carolina Press, 2006

"Transcendence at Yellowstone: Educating a Public in an Uninhabitable Place," 145-59. *Rhetorical Education in America*, ed. Cheryl Glenn, Margaret M. Lyday, Wendy B. Sharer. University of Alabama Press, 2004.

"Virtuosos and Ensembles: Rhetorical Lessons from Jazz," 31-46. *The Private, the Public, and the Published: Reconciling Private Lives and Public Rhetoric*, ed. Barbara Couture and Thomas Kent. Utah State University Press, 2004.

"Wayne C. Booth," 49-61. *Twentieth-Century Rhetorics and Rhetoricians: Critical Studies and Sources*, ed. Michael G. Moran and Michelle Ballif. Greenwood Press, 2000.

"Genre as Relation: On Writing and Reading as Ethical Interaction," 125-134. In *Genre and Writing: Issues, Arguments, Alternatives*, ed. Wendy Bishop and Hans Ostrom. Heinemann, 1997.

"Thomas Cole's Vision of 'Nature' and the Conquest Theme in American Culture," with S. Michael Halloran and Allison Woodford, 261-80. *Green Culture: Environmental Rhetoric in Contemporary America*, ed. Stewart Brown and Carl Herndl. University of Wisconsin Press, 1996.

"Transformations of Public Discourse in Nineteenth-Century America," with S. Michael Halloran, 1-26. *Oratorical Culture in America*. Southern Illinois University Press, 1993.

"The Oratorical Poetic of Timothy Dwight," 57-77. *Oratorical Culture in America*. Southern Illinois University Press, 1993.

### Journal Articles and Review Essays

"'Tossing' and 'Eye-Crossing': Apprehensive in the American Landscape." *KB Journal* 2:2 (Spring 2006). Special issue, "Kenneth Burke and Ecocriticism," ed. Robert Wess. <http://kbjournal.org/spring2006>

"Writing on Tour: Rethinking the Travel Metaphor." *JAC* 20:4 (Fall 2000), 898-908.

- "Handbooks of Devotion: Recent Studies in American Travel Writing." *Nineteenth-Century Prose* 26:1 (Spring 1999), 157-62.
- "Writing as Travel, or Rhetoric on the Road, *College Composition and Communication* 49:1 (Feb 1998), 9-23. *Interchange: "The Personal and the Theoretical."* *College Composition and Communication* 50:2 (December 1998), 260-62.
- "Refining the Social and Returning to Responsibility: Recent Contextual Studies of Writing." *College Composition and Communication* 48:3 (Oct 1997), 418-30.
- "Professional Ethics from an Academic Perspective." Retrospective essay invited for an issue featuring a reprint of my "Ethics in Technical Communication: A Rhetorical Approach" (1987) and four essays in response. *Journal of Computer Documentation* 18:3 (September 1994), 32-38.
- "Rescuing the Discourse of Community." *College Composition and Communication* 45:1 (February 1994), 61-74. *Interchange: "Response."* *College Composition and Communication* 45:3 (October 1994), 386-88.
- "Public Discourse vs. Personal Expression: A Case Study in Theory-Building," with Stephen Doheny-Farina. *Written Communication* 7:4 (October 1990), 456-481. "Response to Ede/Lunsford and Jarratt," *Written Communication* 8:1 (January 1991), 120-124.
- "Ethics in Technical Communication: A Rhetorical Perspective," *IEEE Transactions on Professional Communication* PC-30: 3 (September 1987), 190-95. Reprinted as featured essay with invited responses in *Journal of Computer Documentation* 18:3 (Sept 1994).
- "Timothy Dwight's Moral Rhetoric at Yale, 1785-1817," *Rhetorica* 5:2 (Spring 1987), 149-161.
- "The Limits of Freshman Composition: A Proposal," *English in the Two-Year College* (Fall 1983).
- "Making the Need to Write Seem Real," *TECFORS* (September 1982).
- "Technical Writing Redefined," *The Technical Writing Teacher* (Winter 1981).

#### Essays in Volumes of Peer-Reviewed Proceedings

- "Rustic Experience and the Rhetorical Work of National Park Architecture," 201-13. *The Responsibilities of Rhetoric*, ed. Michelle Smith and Barbara Warnick. Waveland Press, 2009.
- "Rhetoric, Criticism, and *My Many Selves*," 417-23. *Sizing Up Rhetoric*, ed. David Zarefsky and Elizabeth Benacka. Waveland Press, 2007.
- "Rhetorical Landscapes and Religious Identity," 225-32. *Rhetorical Agendas: Political, Ethical, Spiritual*, ed. Patricia Bizzell. Lawrence Erlbaum, 2005.
- "It's a Great Place to Visit, but I Wouldn't Want to Live There: Virtual American Landscapes of the Nineteenth-Century," with S. Michael Halloran, 183-90. *Rhetoric, the Polis, and the Global Village*, ed. C. Jan Swearingen. Lawrence Erlbaum, 1999.
- "Road Guides and Travelers' Tales on the Lincoln Highway," 173-180. *Making and Unmaking the Prospects for Rhetoric*, ed. Theresa Enos. Lawrence Erlbaum, 1997.
- "Communitarian and Authoritarian Functions of Rhetoric," *Deseret Language and Linguistics Society: Selected Papers from the Proceedings* (1986), 130-36.

#### Book Reviews, Encyclopedia Articles, Textbook Chapters, Notes, and Miscellany

- "Some Lessons on Faith and Fear," 13-26. *Brigham Young University Speeches, 2008-2009*. Provo, UT: Brigham Young University, 2009.
- Review of *Bewildered Travel: The Sacred Quest for Confusion*. Frederick J. Ruf. University of Virginia Press, 2007. *Literature and Belief* 27:1 (2008), 107-110.
- Review of *A Place for Dialogue: Language, Land Use, and Politics in Southern Arizona*., Sharon McKenzie Stevens (University of Iowa Press, 2007). *Rhetoric Review* 27:1,

- 107-110.
- "Civic Lessons from Jazz Music." *Humanities at BYU*. Winter 2008. BYU College of Humanities, 8-11.
- Review of *There Before Us: Religion, Literature, and Culture from Emerson to Wendell Berry*. Ed. Roger Lundin (Eerdmans, 2007). *Literature and Belief* (26:2), 145-150
- "Writing and Rhetoric: Getting People on the Same Page," 1-13. *Writing and Rhetoric*, ed. Brett C. McInelly & Dennis R. Perry. Hayden McNeil, 2007. (Custom-published textbook for BYU English Composition Program.)
- "Departmental Syllabus: Experience in Writing," 102-113. *Strategies for Teaching First-Year Composition*, ed. Duane Roen, Veronica Pantoja, Lauren Yena, Susan K. Miller, Eric Waggoner. Urbana, IL: National Council of Teachers of English, 2002
- "Technical Writing and the Authority of Expertise." *The Journal of Computer Documentation* 23:1 (Feb 1999), 19-21.
- "Contextuality," 141-43. *Encyclopedia of Rhetoric and Composition*, ed. Theresa. Enos (Garland, 1996).
- "Rhetorical Criticism," 180-93. In *The Critical Experience: Literary Reading, Writing, and Criticism*, 2nd Ed. Ed. David Cowles. Kendall-Hunt, 1994.
- Review of *Composition in Context: Essays in Honor of Donald C. Stewart*, ed. W. Ross Winterowd and Eugene Gillespie (Southern Illinois University Press, 1994), *Rhetoric Society Quarterly* 26:2 (Spring 1996), 101-104.
- Review of *Nineteenth-Century Rhetoric in North America* by Nan Johnson (SIU Press, 1991). In *Composition Chronicle* 6:3 (April 1993), 11-12.
- Review of *(Inter)views: Cross-Disciplinary Perspectives on Rhetoric and Literary*, ed. Gary A. Olson and Irene Gale (Southern Illinois University Press, 1991). *Journal of Business and Technical Communication* 7:2 (1993), 271-74.
- Review of *Rescuing the Subject: A Critical Introduction to Rhetoric and the Writer*, Susan Miller (Southern Illinois University Press, 1989). *Composition Chronicle* 2:6 (October 1989), 11-12.

## Presentations

### Conference Papers

- "Writing *Rhetorical Landscapes in America*." National Communication Association, San Diego, November 2008.
- "After Dialogue: Thoughts on Aesthetic Transcendence." Kenneth Burke Society Triennial Conference, Villanova University, June 2008.
- "Rustic Experience and the Rhetorical Lessons of National Park Architecture." Rhetoric Society of America, Seattle, May 2008.
- "Rhetorical Lessons from Jazz Music." National Communication Association, Chicago, November 2007.
- "Excursions into Rhetorical Experience." Rhetoric Society of America Institute: Rhetorics of Place Seminar, Troy NY, June 2007.
- "Wayne Booth's Rhetoric and *My Many Selves*." National Communication Association, San Antonio, November 2006.
- "No Place Like Home: Rhetorical Experience at a Historic House Museum," with S. Michael Halloran. Rhetoric Society of America, Memphis, May 2006.
- "Rhetoric, Criticism, and *My Many Selves*: Remembering Wayne Booth." Rhetoric Society of America, Memphis, May 2006.
- "Kenneth Burke and the Varieties of Rhetorical Experience." Penn State Conference on Rhetoric/Kenneth Burke Society. State College, PA, July 2005
- "Rhetorical Landscapes and Religious Identity." Rhetoric Society of America. Austin, May 2004.

- "Rhetorical Landscapes and Critical Practice," with S. Michael Halloran. Conference on College Composition and Communication, San Antonio, March 2004.
- "Civic Jazz: A Model for Rhetorical Education in a Democratic Culture," American Society for the History of Rhetoric, New Orleans, November 2002.
- "Rhetorical Experience and Public Life." Rhetoric Society of America. Las Vegas, May 2002.
- "Allergic to Burke? Try Identification." Conference on College Composition and Communication. Chicago, March 2002.
- "Early American Studies (and a few other things) in the Kolodny Tradition." Modern Language Association, New Orleans, December 2001.
- "Rhetorical Lessons of the National Parks." National Communication Association, Atlanta. November 2001.
- "Landscape as Rhetorical Experience." Conference on Visual Rhetoric, Bloomington, IN, September 2001.
- "The *Place* of the Picturesque Scene: From William Gilpin to Kenneth Burke," Rhetoric Society of America, Washington DC, May 2000.
- "Symbolizing the Public: Early Tourism in Yosemite and Yellowstone," Conference on College Composition and Communication, Minneapolis, April 2000.
- "Transcendence at Yellowstone: Educating a Public in an Uninhabitable Place," Featured Speaker at the Penn State Conference on Rhetoric and Composition, July 1999.
- "Kenneth Burke's Rhetorical Aesthetic and the Scope of Public Discourse," Triennial Conference of the Kenneth Burke Society, Iowa City, May 1999.
- "It's a Great Place to Visit but I Wouldn't Want to Live There: American National Identity and the Virtual Landscape" (with Michael Halloran), Rhetoric Society of America, Pittsburgh, June 1998.
- "Land, Landscape, and American Character" (with Michael Halloran), International Society of the History of Rhetoric, Saskatoon SK Canada, July 1997.
- "Kenneth Burke, Identification, and Rhetorical Criticism in the Writing Classroom," Conference on College Composition and Communication, Phoenix, March 1997.
- "Road Guides and Travelers' Tales on the Lincoln Highway," Rhetoric Society of America, Tucson, May 1996.
- "Road Guides and Travel in the History of Rhetoric," Colloquium of the American Society for the History of Rhetoric, San Antonio, November 1995.
- "Representing the New World Landscape: Decorum and Novelty in Antebellum Art of the United States," with S. Michael Halloran. International Society for the History of Rhetoric, Edinburgh, July 1995
- "Discourse at the Boundaries of Community," Conference on College Composition and Communication, Washington, D.C., March 1995.
- "Representations of Nature in Nineteenth-Century American Landscape Paintings and Travel Narratives," with S. Michael Halloran. Conference on College Composition and Communication, Washington, D.C., March 1995.
- "Transformations of Community in Nineteenth-Century American Rhetoric," Rhetoric Society of America, Norfolk, May 1994.
- "Expert and Public Communities in the Teaching of Writing," Conference on College Composition and Communication, Nashville, March 1994.
- "Thomas Cole's Vision of 'Nature' and the Rhetorics of Environmentalism," with S. Michael Halloran and Allison Woodford. Speech Communication Association. Miami, November 1993.
- "Theorizing Historiographically," Conference on College Composition and Communication, San Diego, March 1993.
- "Taste, Nineteenth-Century America, and Rhetorical Criticism." Rhetoric Society of America, Minneapolis, May 1992.
- "The Oratorical Poetic of Timothy Dwight." Rhetoric Society of America, Minneapolis,

- May 1992.
- "Transformations of Public Discourse in Nineteenth-Century America," with Michael Halloran. Conference on College Composition and Communication, Cincinnati, March 1992.
- "The Epideictic Function of Narrative." Conference on College Composition and Communication, Boston, March 1991.
- "Multiple Interpretations and the Publication of Ethnographic Texts," with Stephen Doheny-Farina. Conference on College Composition and Communication, Boston, March 1991.
- "Women's Visions of America in Narratives of the Land." Wyoming Conference on English, University of Wyoming, June 1990.
- "Private Learning, Public Knowledge, and the Practice of Collaboration." Conference on College Composition and Communication, Chicago, March 1990.
- "Conflicting Histories and the Practice of Narrating a Tradition." Modern Language Association, Washington DC, December 1989.
- "Theory and Practice in Nineteen-Century American Rhetoric," with S. Michael Halloran. ISHR, Gottingen, Germany, July 1989.
- "Public Discourse vs. Personal Expression: A Case Study in Conflicting Values," with Stephen Doheny-Farina. Conference on Mind in Society: The Context for Writing, University of New Hampshire, October 1988
- "Writing in Conversation and the Rhetoric of Reading." Conference College Composition and Communication, St. Louis, March 1988.
- "Landscapes of Potential: Political Vision in the Travel Narratives of Timothy Dwight and Margaret Fuller," Modern Language Association, San Francisco, December 1987.
- "The Politicization of Taste: Timothy Dwight's Rhetoric at Yale," Conference on College Composition and Communication, Atlanta, March 1987.
- "Conversation as a Model for the Function of Technical Discourse," Modern Language Association, New York, December 1986.
- "Rhetoric as Conversation: Teaching Research and Argument in a Social Context," Rocky Mountain Modern Language Association, Denver, October 1986.
- "Ethical Implications of the Conversation Model," Penn State Conference on Rhetoric and Composition, Penn State University, July 1986.
- "Communitarian and Authoritarian Functions of Rhetoric," Deseret Language and Linguistics Society Symposium, Brigham Young University, February 1986.
- "Timothy Dwight and the Historical Situation of Rhetoric," Penn State Conference on Rhetoric and Composition, Penn State University, July 1984.
- "Teaching Composition in a Practical Context," Intermountain Teachers of English to Speakers of Other Languages, Salt Lake City, March 1982.
- "The Limits of Freshman Composition," Pacific Coast Regional Conference on English in the Two-Year College, Phoenix, November 1981.
- "Redefining Technical Writing for General Education," National Council of Teachers of English, San Francisco, Nov 1980.

#### Invited lectures

- "*Rhetorical Landscapes of America* and the Varieties of Rhetorical Experience." Department of Language, Literature, and Communication, Rensselaer Polytechnic Institute, Troy, NY. April 2006.
- "Publishing in Rhetorical Studies." University Writing Program, University of Utah, Salt Lake City. October 2005.
- "After Dialogue." Rensselaer Polytechnic Institute, Troy NY, May 2003.
- "Virtuosos and Ensembles: Rhetorical Lessons from Jazz." Department of Language, Literature, and Communication, Rensselaer Polytechnic Institute, Troy NY.

November 2001.  
"Virtuosos and Ensembles: Rhetorical Lessons from Jazz." Manhattan School of Music,  
New York City. November 2001

Media appearances

Radio interview: "The Voice and Summons of the National Parks." "Thinking Aloud" on  
KBYU FM. August 6, 2009.  
Radio interview: "The Jazz Citizen." "Thinking Aloud" on KBYU FM. July 23, 2008.  
Television lecture: "Rhetorical Lessons from Jazz." BYU College of Humanities Lecture  
Series, "Voices in the Human Conversation" on BYU-TV. February 2008.