

## CARRIE ANNE PLATT

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North Dakota State University

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### Research Areas

I take a predominantly rhetorical approach to:

- Emerging technologies and identity in public culture
- Digital media and communication pedagogy

### Academic Appointments

August 2016 – Present	Associate Dean of Undergraduate Education College of Arts, Humanities, and Social Sciences North Dakota State University
August 2014 – Present	Associate Professor Department of Communication North Dakota State University
August 2008 – August 2014	Assistant Professor Department of Communication North Dakota State University
August 2004 – August 2008	Doctoral Fellow Annenberg School for Communication and Journalism University of Southern California
August 2002 – May 2004	Graduate Teaching Assistant Department of Communication Wake Forest University

### Education

Ph.D. in Communication, 2008  
Annenberg School for Communication and Journalism  
University of Southern California

Dissertation: Focusing the Family: The Rhetorical Construction of “Family Values” in  
Contemporary Cultural Politics

Chairs: Sarah Banet-Weiser and G. Thomas Goodnight

M.A. in Communication, 2004  
Wake Forest University

Thesis: Starving for Acknowledgement: A Rhetorical Analysis of Pro-Eating  
Disorder Websites

Chair: Michael J. Hyde

B.A., *summa cum laude*, in Communication Studies and Public Relations, 2002  
Carroll College

Publications

[\* Authors listed in alphabetical order]

*Journal Articles*

- Platt, Carrie Anne. In Press. "Dangerous Women: The Rhetoric of the Women Nobel Peace Laureates." *Feminist Media Studies*.
- DeGreeff, Becky L. & Carrie Anne Platt. 2016. "Green-Eyed (Step)Monsters: Parental Figures' Perceptions of Jealousy in the Stepfamily." *Journal of Divorce & Remarriage*, 57(2): 112-132. DOI: 10.1080/10502556.2015.1127876
- Platt, Carrie Anne, Amber Raile, & Ann Burnett. 2015. "Strategically Mean: Extending the Study of Relational Aggression in Communication." *Communication Yearbook*, 40.
- Hubbard, Glenn T., Elizabeth Crisp Crawford, & Carrie Anne Platt. 2014. "Who's Really Converging Anyway?: A Survey of Broadcast and Print Journalism Student and Faculty Attitudes on Cross-Platform Journalism Education." *Atlantic Journal of Communication*, 22(2): 93-110.
- Platt, Carrie Anne, Renee Bourdeaux, & Nancy DiTunnariello. 2014. "Should I Text or Should I Call?: How College Students Navigate Mediated Connections with Family." *Emerald Media and Communication Studies*, 8: 75-101.
- Platt, Carrie Anne, Amber N.W. Raile, & Nan Yu. 2014. "Virtually the Same?: Student Perceptions of the Equivalence of Online Classes to Face-to-Face Classes." *Journal of Online Learning and Teaching*, 10(3): 489-503.
- Platt, Carrie Anne, and Zoltan P. Majdik. 2013. "The Place of Religion in Habermas's Transformed Public Sphere." *Argumentation and Advocacy* 49(2): 137-140.
- Mehta, Aalok, Zoltan P. Majdik, and Carrie Anne Platt. 2012. "Controversy, Conflict, and Conflicting Expertises: Report from the 2011 ARST Pre-Conference at NCA." *PORO* 8(1): Article 9.
- Majdik, Zoltan P., and Carrie Anne Platt.\* 2012. "Selling Certainty: Genetic Complexity and Moral Urgency in Myriad Genetics' BRACAnalysis Campaign." *Rhetoric Society Quarterly* 42(2): 120-143.
- Platt, Carrie Anne. 2011. "Blogging in the Communication Technology Course." *Communication Teacher* 25(4): 228-233.
- Majdik, Zoltan P., Carrie Anne Platt, and Mark Meister. 2011. "Calculating the Weather: Deductive Reasoning and Disciplinary *Telos* in Cleveland Abbe's Rhetorical Transformation of Meteorology." *Quarterly Journal of Speech* 97(1): 74-99.
- Platt, Carrie Anne. 2010. "Writing in Public: Pedagogical Uses of Blogging in the Communication Course." *Electronic Journal of Communication* 20(1&2): Article 4. <http://www.cios.org/EJCPUBLIC/020/1/020124.html>
- Mitra, Ananda, Jennifer Willyard, Carrie Anne Platt, and Michael Parsons. 2005. "Exploring Web Usage and Selection Criteria among Male and Female Students." *Journal of Computer Mediated Communication* 10(3): Article 9.
- Book Chapters*
- Meister, Mark & Carrie Anne Platt. In Press. "Warren Buffett's Celebrity, Epideictic Ethos, and Neoliberal Humanitarianism." In *Rhetoric In Neoliberalism*, ed. Kim Hong Nguyen. London: Palgrave Macmillan.
- Rasche, Amber & Carrie Anne Platt. 2014. "Online Interviewing: Methods of Investigating Female Undergraduates' Perceptions of Pornography." In *SAGE Cases in Methodology*, ed. Patrick Brindle. London: Sage. Online.
- Platt, Carrie Anne. 2010. "Cullen Family Values: Gender and Sexual Politics in the *Twilight* Series." In *Bitten by Twilight: Youth Culture, Media, and the Vampire Franchise*, edited by Melissa Click, Jennifer Stevens Aubrey, and Elizabeth Behm-Morawitz, 71-86. New York: Peter Lang.

Platt, Carrie Anne. 2009. "Family Values 2.0: The Pedagogical Function of New Media in the Same-Sex Marriage Debate." In *Queer Identities/Political Realities*, edited by Bruce E. Drushel and Katherine M. German, 41-54. Cambridge: Cambridge Scholars Press.

#### *Refereed Proceedings*

Platt, Carrie Anne. 2010. "Translating Religious Arguments for the Public Sphere: Constructing 'Overlapping Consensus' in the Debate over Same-Sex Marriage." In *Proceedings of the 16th SCA/AFA Conference on Argumentation*, edited by Dennis Gouran, 381-388. Washington: National Communication Association.

Platt, Carrie Anne. 2009. "Focusing the Family: The Argumentative Evolution of 'Family Values' in the Same-Sex Marriage Debate." In *Concerning Argument: Selected Papers from the 15th SCA/AFA Conference on Argumentation*, edited by Scott Jacobs and Mark Zarefsky, 599-608. Washington: National Communication Association.

Platt, Carrie Anne. 2006. "Opening Up Spaces for Deliberation through Art: The Blurring of Public and Private Suffering in Euripides' 'Hecuba' and 'The Trojan Women.'" In *Engaging Argument: Proceedings of the 14th SCA/AFA Conference on Argumentation*, edited by Patricia Riley, 161-167. Washington: National Communication Association.

#### *Invited Publications*

Platt, Carrie Anne. 2012. "A Rhetorical Perspective on the Battle for LGBT Rights." Part of the University of North Dakota's Center for Human Rights and Genocide Studies' Online Symposium on Contemporary Issues in LGBT Rights. <http://und.edu/centers/human-rights-and-genocide-studies/lgb Symposiumia.pdf>

Platt, Carrie Anne. 2007. "Lesbians and Gays in the Military." In *Battleground: Women, Gender, and Sexuality*, edited by Amy Lind and Stephanie Bruzuzy, 299-305. Westport, CT: Greenwood Press.

#### Refereed Conference Presentations

[\* Authors listed in alphabetical order]

Platt, Carrie Anne. 2015. "#Breaktheinternet to Save It: An Exploration of Public Input on Net Neutrality Policy." Paper presented at the National Communication Association Convention, November 18-22, in Las Vegas, Nevada.

Krause, Jillene, & Carrie Anne Platt. 2015. "Locks and Keys: Navigating the College Hookup Culture." Paper presented at the Central States Communication Association Convention, April 15-19, in Madison, Wisconsin.

Platt, Carrie Anne, Renee Bourdeaux, & Nancy DiTunnariello. 2014. "Should I Text or Should I Call?: How College Students Navigate Mediated Connections with Family." Paper presented at the National Communication Association Convention, November 20-23, in Chicago, Illinois.

Platt, Carrie Anne, Renee Bourdeaux, & Nancy DiTunnariello. 2014. "'My Family is Not Really the Social Network Type': How College Students Navigate Mediated Connections with Family." Poster presented at the Council on Contemporary Families Conference, April 25-26, in Miami, Florida.

Platt, Carrie Anne, Renee Bourdeaux, & Nancy DiTunnariello. 2014. "Elevating Traditional Theories to Study New Media Environments." Panel presentation at the Central States Communication Association Convention, April 2-6, in Minneapolis, Minnesota. Media Studies Interest Group Top Panel.

Platt, Carrie Anne, Renee Bourdeaux, & Nancy DiTunnariello. 2014. "'My Family is Not Really the Social Network Type': How College Students Navigate Mediated Connections with Family." Paper presented at the Central States Communication Association Convention, April 2-6, in Minneapolis, Minnesota.

Platt, Carrie Anne, Ann Burnett, and Amber N. W. Raile. 2013. "Strategically Mean: Developing a Communicative Approach to Relational Aggression." Paper presented at the National Communication Association Convention, Washington, D.C., November 21-24.

Platt, Carrie Anne, Amber N. W. Raile, and Nan Yu. 2013. "Virtually the Same?: Student Perceptions of the Equivalence of Online Classes vs. Face-to-Face Classes." Paper presented at the National Communication Association Convention, Washington, D.C., November 21-24.

- Platt, Carrie Anne, and Zoltan P. Majdik. 2013. "Digital Voices in an Age of Artificial Intelligence: IBM's Watson and the Disturbance of Traditional Apodictic/Phronetic Sources of Argument." Paper presented at the 18<sup>th</sup> SCA/AFA Conference on Argumentation, Alta, Utah, August 1-4.
- Majdik, Zoltan P., and Carrie Anne Platt. 2011. "Fight or Flight: X-Ray Backscatter Scanning and the Question of Expertise." Paper presented at the National Communication Association Convention's Pre-Conference on the Rhetoric of Science and Technology, New Orleans, Louisiana, November 17-20.
- Majdik, Zoltan P., and Carrie Anne Platt. 2010. "Rhizomic Rhetoric in the Key of Aristotle and Vico: Moral Argument in the Institutional Domains of Science and Technology." Paper presented at the National Communication Association Convention, San Francisco, California, November 14-17.
- Majdik, Zoltan P., and Carrie Anne Platt.\* 2010. "Selling Certainty: Genetic Complexity, Moral Urgency, and the Gendered Body in Myriad Genetics' BRAC*Analysis* Campaign." Paper presented at the National Communication Association Convention, San Francisco, California, November 14-17.
- Platt, Carrie Anne. 2010. "'We are Pro-Marriage, Not Anti-Gay': The Rhetorical Construction of Tolerance in the Same-Sex Marriage Debate." Paper presented at the Rhetoric Society of America Conference, Minneapolis, Minnesota, May 28-31.
- Platt, Carrie Anne, Zoltan P. Majdik, and Mark Meister. 2010. "Spending for a Rainy Day: Latent Polysemy and the Rhetoric of Consumerism in Contemporary Weather-casting." Paper presented at the Rhetoric Society of America Conference, Minneapolis, Minnesota, May 28-31.
- DeGreeff, Becky, and Carrie Anne Platt. 2009. "Green-Eyed (Step)Monsters: Parental Figures' Experience of Jealousy in the Stepfamily." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 12-15.
- Platt, Carrie Anne. 2009. "Blogging in the Communication Technology Course." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 12-15.
- Platt, Carrie Anne. 2009. "Cullen Family Values: Gender and Sexual Politics in the *Twilight* Series." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 12-15.
- Platt, Carrie Anne. 2009. "Using Web 2.0 Technologies in the Classroom." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 12-15.
- Platt, Carrie Anne. 2009. "Translating Religious Arguments for the Public Sphere: Constructing 'Overlapping Consensus' in the Debate over Same-Sex Marriage." Paper presented at the 16th SCA/AFA Conference on Argumentation, Alta, Utah, July 30 - August 2.
- Platt, Carrie Anne. 2009. "Happy Parent #1 Day: Gender as Rhetorical Strategy in the Same-Sex Marriage Debate." Paper presented at the International Communication Association Convention, Chicago, Illinois, May 21-25.
- Platt, Carrie Anne. 2009. "Protecting the Technologically Precocious Child: Technologies of Moral Authority in the Media Decency Debate." Paper presented at the International Communication Association Convention, Chicago, Illinois, May 21-25.
- Platt, Carrie Anne. 2008. "Focus on the Past: Nostalgia in the Same-Sex Marriage Debate." Paper presented at the National Communication Association Convention, San Diego, California, November 21-24. *Caucus on LGBTQ Concerns Top Paper Panel.*
- Platt, Carrie Anne. 2008. "Family Values 2.0: The Pedagogical Function of New Media in the Same-Sex Marriage Debate." Paper presented at the Console-ing Passions Conference, Santa Barbara, California, April 24-26.
- Platt, Carrie Anne. 2007. "Nurturing Recruitment through the Army Reserve's 'Help Them Find Their Strength' Campaign." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 15-18.

Platt, Carrie Anne. 2007. "Focusing the Family: The Argumentative Evolution of 'Family Values' in the Same-Sex Marriage Debate." Paper presented at 15th SCA/AFA Conference on Argumentation, Alta, Utah, Aug 2-5.

Platt, Carrie Anne. 2006. "Slippery Significance: Naturalizing Family through 'March of the Penguins.'" Paper presented at the National Communication Association Convention, San Antonio, Texas, November 16-19.

Platt, Carrie Anne. 2006. "The Elusive Art of Eloquence: Historical and Contemporary Approaches to Natural Talent in Public Speaking Pedagogy." Paper presented at the National Communication Association Convention, San Antonio, Texas, November 16-19.

Platt, Carrie Anne. 2006. "Takes a Family to Raise a Soldier: Racialized Masculinity and Militarism in Contemporary Army Recruitment." Paper presented at the American Studies Association Annual Meeting, Oakland, California, October 12-15.

Platt, Carrie Anne. 2005. "Opening Up Spaces for Deliberation through Art: The Blurring of Public and Private Suffering in Euripides' 'Hecuba' and 'The Trojan Women.'" Paper presented at 14th SCA/AFA Conference on Argumentation, Alta, Utah, August 4-7.

Platt, Carrie Anne. 2004. "A Culture of Thinness: Negotiated and Oppositional Decodings of Eating Disorder Discourse by Anorectics." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 11-14.

Platt, Carrie Anne, and Michael J. Hyde. 2004. "The Rhetoric of Anorexia on the World Wide Web." Paper presented at the National Communication Association Convention, Chicago, Illinois, November 11-14.

Platt, Carrie Anne. 2003. "The Million You Never Made: A Political Economy Analysis of Righteous Babe Records." Paper presented at the National Communication Association Convention, Miami Beach, Florida, November 19-23.

Rogan, Randall Gage, Carrie Anne Platt, Kellie Carlyle, and Heidi Poelman. 2003. "Framing in Relational Conflict: An Investigation of Frame Categories." Paper presented at the National Communication Association Convention, Miami Beach, Florida, November 19-23.

Platt, Carrie Anne. 2002. "Babes in Toyland: Gender-Specific Toys and the Gender Socialization of Children." Paper presented at the Northwest Communication Association Conference, Coeur D'Alene, Idaho, April 4-6.

#### Invited Talks

##### *Campus*

"A Kaizen Approach to Teaching." Presented as part of AHSS Development Day panel, October 2, 2015.

"Teaching More Effectively." Presented as part of AHSS Pre-Tenure Mentoring panel, April 7, 2015.

"Closing the Gender Gap in Wikipedia." Presented as part of NDSU's Wikimedia panel discussion, April 1, 2015.

"Keys and Locks: Sexual Double Standards in NDSU's Hookup Culture." Presented as part of NDSU Extension Service's 4-H Spring Training, April 9, 2014.

"Of Ideographs and Interviews: Bringing Field Methods into Rhetoric." Presented for the NDSU Department of Communication's Research Colloquium Series, September 25, 2013.

"Disability Discourses in Popular Culture." Presented as part of Reel Life: A Film Festival Highlighting Disability/Disablism, April 3, 2013.

"From Pathology to Glee: LGBT Individuals and Issues in American Popular Culture." Presented for NDSU's Coming Out Week, October 10, 2011.

"Student Perceptions of Online Classes." Presented for the 2010 Collaborative Technology Think Tank (CT3) Social Media Conference, North Dakota State University, October 8, 2010.

"Black Hollywood: How Race Operates in the Movie Industry." Presented for 2009-2010 Anti-Racism lecture series, North Dakota State University, November 3, 2009.

"Social Media and Public Writing." Presented for the 2009 Collaborative Technology Think Tank (CT3) Social Media Conference, North Dakota State University, October 8, 2009.

"Sexism Sells: Gender and Politics in the 2008 Presidential Race." Presented with Erienne Fawcett at the 2009 Women's Week, North Dakota State University, March 4, 2009.

"Reel Bad Arabs: Arabs and Arab Americans in Popular Culture." Presented for 2008-2009 Anti-Racism lecture series, North Dakota State University, February 10, 2009.

"Building a Professional Online Presence." Presented with Virginia Kuhn and Geoffrey Middlebrook, USC Center for Excellence in Teaching forum, April 23, 2008.

"Searching and Interviewing for Academic Jobs." Presented with Peter Starr and Frank Manis, USC Center for Excellence in Teaching forum, February 13, 2008.

#### *Local and Regional*

"Cultivating a Growth Mindset in the Classroom." C STAND Teacher of the Year Presentation, Mandan, North Dakota, September 18, 2015.

"Networked: In Intimacy, New Solitudes." Invited speaker for panel discussion at Minnesota State University - Fergus Falls, May 8, 2014.

"Gender and Sexual Politics in the Twilight Series." Presented for the Arts and Humanities Speaker Series, University of North Dakota, November 30, 2010.

"Is a Diamond Really Forever? Demystifying The Marriage Mystique." Keynote address at the 2009 Women in Action Conference, Concordia College, January 23, 2009.

"Effective and Efficient Electronic Communication." Fargo United Way, November 24, 2008.

#### Research Grants

2015	NEH Enduring Questions Grant	\$21,987
2010	NDSU ADVANCE Forward Research Grant	\$1,240
2009	NDSU ADVANCE Forward Research Grant	\$1,060
2007	USC Stark Family Foundation Research Grant	\$5,000

#### Research Consulting

2013	Consultant, with Dr. Wendy Troop-Gordon and Dr. Pamela Emanuelson, for NDSU Climate Survey. Tasks included reviewing data from previous climate surveys, highlighting key issues, and constructing open-ended survey items.
2009	Consultant, with Dr. Stephenson Beck, for Meritcare (now Sanford) Hospital. Tasks included developing focus group protocols, moderating focus groups, analyzing focus group data, interpreting findings, and presenting results.

#### Teaching

##### *NDSU Undergraduate Courses*

AHSS 199: Historical Perspectives on the Purpose of Education (NEH Enduring Questions Course)  
 COMM 112: Understanding Media and Social Change  
 COMM 435: Critical Approaches to Popular Culture  
 COMM 442: Digital Media and Society  
 COMM 443: Mass Media and Public Opinion

COMM 450: Communicating Your Education (NEH Enduring Questions Course)  
 COMM 491: Politics of Popular Culture  
 COMM 494: Women and Fitness Campaigns  
 WGS 499: Gender and Media

#### *NDSU Graduate Courses*

COMM 700: Research Methods in Communication  
 COMM 701: Advanced Research Methods in Communication I  
 COMM 702: Introduction to College Teaching  
 COMM 703: Advanced Research Methods in Communication II  
 COMM 704: Qualitative Research Methods in Communication  
 COMM 708: Advanced Qualitative Methods in Communication  
 COMM 750: Studying New Media and Technology  
 COMM 790: Qualitative Modeling  
 COMM 793: Communicating Sexualities  
 COMM 793: Qualitative Data Analysis  
 COMM 793: Writing for Publication  
 WGS 799: Gender and Media

#### *USC Undergraduate Courses*

Argumentation and Advocacy  
 Communication Technology and Culture  
 Public Speaking  
 Rhetoric of Ideas: Ideology and Propaganda

#### Service

##### *Departmental Service*

Promotion, Tenure, and Evaluation (PTE) Committee, Member	2014 – Present
Department Chair Evaluation Committee	2014 – 2015
Undergraduate Curriculum Committee, Chair	2013 – Present
Assessment Committee, Member	2013 – 2014
Scholarship Committee, Chair	2012 – 2013
Scholarship Committee, Member	2011 – 2012
Awards and Events Committee, Chair	2010 – 2012
Department of Communication Website, Site Manager	2008 – 2012

##### *College Service*

AHSS Teaching Cafes, Founder and Facilitator	2013 – Present
Emergency Management PTE Committee, College Representative	2015 – 2016
Dean's Assistant Search Committee	2015
Dean's Fellows and Dean's Challenge Grants Selection Committee	2015 – 2016
Dean Evaluation Committee	2014 – 2015
Professor of Practice Search Committee (Instructional Technologies)	2013 – 2014
Student Progress / Scholarships Committee, Member	2010 – 2013

##### *University Service*

General Education QUEST Feasibility Committee, Chair	2015 – Present
Kappa Alpha Theta Sorority, Faculty Advisor	2015 – Present
Student Rating of Instruction (SROI) Revision Committee, Member	2015 – Present
Improving Quality of Academic Operations Committee, Member	2014 – Present
New Faculty Mentoring Program, Group Leader	2014 – 2015
Campus Climate Assessment Survey, Consultant	2013 – 2014
McNair Scholars Program, Faculty Mentor	2013 – 2014
Faculty Senator for College of Arts, Humanities, and Social Sciences	2013 – Present

NDSU Parenting Support Group, Facilitator	2013 – Present
Peer Review of Teaching Program, Reviewer & Committee Member	2011 – Present
College Teaching Certificate Program Committee, Member	2009 – Present

*Professional Service*

Cyberpsychology, Reviewer	2016 – Present
Rhetoric Society Quarterly, Reviewer	2012 – Present
NCA, Critical and Cultural Studies, Reviewer	2008 – Present
NCA, Feminist and Women's Studies Division, Reviewer	2008 – Present

Selected Awards, Honors, and Recognitions

Bison Ambassadors' Apple Polisher Award	2016, 2014
CSTAND North Dakota Teacher of the Year	2015
Department of Communication Graduate Teaching Award	2015, 2014
AHSS Outstanding Teacher Award (Honorable Mention)	2014, 2012
NDSU Green and Golden Globe Diversity Award	2013
Carroll College Young Alumni Award	2012
USC Annenberg Walter R. Fisher Doctoral Fellowship	2009