

## 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 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, Renee Bourdeaux, & Nancy DiTunnariello. Forthcoming. “Should I Text or Should I Call?: How College Students Navigate Mediated Connections with Family.” *Emerald Media and Communication Studies*.

- Platt, Carrie Anne, Amber N.W. Raile, & Nan Yu. Forthcoming. "Virtually the Same?: Student Perceptions of the Equivalence of Online Classes to Face-to-Face Classes." *Journal of Online Learning and Teaching*.
- Crawford, Elizabeth Crisp, Glenn T. Hubbard, and 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, 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*

- 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.
- 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-symposia.pdf>

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

### Refereed Conference Presentations

[\* Authors listed in alphabetical order]

Platt, Carrie Anne, Renee Bourdeaux, & Nancy DiTunnariello. 2014. "Should I Text or Should I Call?: How College Students Navigate Mediated Connections with Family." Paper to be 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 presentation 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' BRACAnalysis 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 the 15th SCA/AFA Conference on Argumentation, Alta, Utah, August 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*

"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*

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

##### *Regional*

"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.

Research Grants

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*

Digital Media and Society  
 Gender and Media  
 Mass Media and Public Opinion  
 Politics of Popular Culture

*NDSU Graduate Courses*

Advanced Qualitative Methods in Communication  
 Advanced Research Methods in Communication I  
 Advanced Research Methods in Communication II  
 Gender and Media  
 Introduction to College Teaching  
 Qualitative Research Methods in Communication  
 Research Methods in Communication  
 Studying New Media and Technology  
 Writing for Publication

*USC Undergraduate Courses*

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

Service*Departmental Service*

Undergraduate Curriculum Committee, Chair	2013 – Present
Assessment Committee, Member	2013 – Present
Scholarship Committee, Chair	2012 – 2013
Scholarship Committee, Member	2011 – 2012
Department of Communication Website, Site Manager	2008 – 2012
Awards and Events Committee, Chair	2010 – 2012

*College Service*

AHSS Teaching Cafes, Facilitator	2013 – Present
Professor of Practice Search Committee (Instructional Technologies)	2013 – Present
Student Progress / Scholarships Committee, Member	2010 – 2013

*University Service*

Improving Quality of Academic Operations Committee, Member	2014 – Present
New Faculty Mentoring Program, Group Leader	2014 – Present
Campus Climate Assessment Team, Survey Developer	2013 – Present
Faculty Senator for College of Arts, Humanities, and Social Sciences	2013 – Present
NDSU Parenting Support Group, Facilitator	2013 – Present
Peer Review of Teaching Program, Formative Track Reviewer	2011 – Present
College Teaching Certificate Program Committee, Member	2009 – Present

*Professional Service*

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

AHSS Outstanding Teacher Award (Honorable Mention)	2014
NDSU Green and Golden Globe Diversity Award	2013
Carroll College Young Alumni Award	2012
AHSS Outstanding Teacher Award (Honorable Mention)	2012
USC Annenberg Walter R. Fisher Doctoral Fellowship	2009