Marika Seigel

Associate Professor of Rhetoric and Technical Communication
Department of Humanities
Michigan Technological University
1400 Townsend Drive
Houghton, MI 49931-2237

maseigel@mtu.edu - @maseigel

Professional Appointments

Educational Innovation Strategist. Pavlis Honors College, Michigan Tech. 2019 - present.
Associate Professor. Department of Humanities, Michigan Tech. 2012 – present.
Visiting Associate Professor. University of Tartu, Tartu, Estonia. 2014 – 2015.
Assistant Professor. Department of Humanities, Michigan Tech. 2005 – 2012.

Education

Ph.D. in English, Pennsylvania State University, 2006.
M.A. in English, Pennsylvania State University, 2002.
B.A. in English, magna cum laude, University of Michigan, 1997.

Publications

Books

The Rhetoric of Pregnancy. Chicago, IL: University of Chicago Press, 2014.
Expecting: A Brief History of Pregnancy Advice. Chicago, IL: University of Chicago Press, 2014.

Refereed Journal Articles

"Pregnancy, motherhood, and/as/or dissent: The Soviet Micro-Rhetorics of Gender" Eve Annuk and Marika Seigel. Accepted for publication in *Rhetoric Review*.
"Monstrous Composition: Reanimating the Lecture in First-Year Writing Instruction." Marika Seigel, Joshua Chase, Silke Feltz, William DeHerder, Karla Kitalong, Abraham Romney, and Kimberly Tweedale. Accepted for publication in *College Composition and Communication* (June 2020).
"The Interdisciplinary Arc: One Program's Story." Ann Brady and Marika Seigel. Accepted for publication in *Programmatic Perspectives*.
"Team Building in Multidiscipline and Multicourse Projects." Robert Pastel, Marika Seigel, Wei Zhang and Alex Mayer. *Transactions on Computing Education (TOCE)*. 15.4 (November 2015): 19:1 – 19:23.
"Instructions for Systemic Change." *College Composition and Communication* 61.2 (December 2009): W76 – W99.
"Making and Acting: Ethnographic Development of a Case Study Approach." Thomas Vosecky, Marika Seigel, and Charles Wallace. *Technical Communication* 55.4 (2008): 405 – 414.
"'One little fellow named Ecology': Ecological Rhetoric in Kenneth Burke's *Attitudes toward History*." *Rhetoric Review* 23.4 (2004): 388–404.

Book Chapters

"Making and Acting: Ethnographic Development of a Case Study Approach." Thomas Vosecky, Marika Seigel, and Charles Wallace. Reprint of (2008) article above, published in Qualitative Research in Technical Communication. Ed. James Conklin and George Hayhoe. New York and London: Routledge, 2011. 276 – 293.

"Speaking of Software: Case Studies in Technical Communication." Ann Brady, Marika Seigel, Thomas Vosecky, and Charles Wallace. Software Engineering: Effective Teaching and Learning Approaches. Ed. Heidi J. C. Ellis, Steven A. Demurjian, and J. Fernando Naveda. Hershey, PA: IGI Global, 2009. 75 – 97.

Refereed Proceedings

"Adding Unit Test Experience to a Usability Centered Project Course" Christopher Brown, Robert Pastel, Linda Ott, **Marika Seigel**, and Charles Wallace. *Proceedings of the 45th ACM Technical Symposium on Computer Science Education* (SIGCSE) (2014): 259 – 264.

"An Exploratory Examination of Consumer Behavior and the Fear of Rare Events." Alan Brokaw, Tom Merz and **Marika Seigel**. *Marketing Management Association Annual Conference Proceedings* (2009). 118 – 123.

"Addressing communication issues in software development: A case study approach." With Ann Brady, **Marika Seigel**, Thomas Vosecky, and Charles Wallace. *Proceedings of the 2007 Conference on Software Engineering Education and Training* (2007): 301 – 307.

Book Commentaries

"Jenna Vinson, Embodying the Problem: The Persuasive Power of the Teen Mother." *Rhetoric Review.* Rhetoric Review 37.4 (2018): 447 - 449. (invited)

"Erika Dyck, Facing Eugenics: Reproduction, Sterilization, and the Politics of Choice." *Social History of Medicine.* 28.2 (16 February 2015): 412 – 413. (invited)

"Exposing the Body." Journal of Advanced Composition 21.3 (2001): 683–689. (Review of *The Rhetoric of Midwifery: Gender, Knowledge, and Power* by Mary M. Lay, and *Body Talk: Rhetoric, Technology, Reproduction* edited by Mary M. Lay, Laura J. Gurak, Clare Gravon, and Cynthia Myntti.)

Other Publications

"Action Items on Your Radical Professor's Liberal Agenda." *McSweeney's* (17 January 2017).
"An Open Letter to Theme Days At My Child's School" (28 March 2016).
"Reasons Your Child May be Repeatedly Yelling 'Mom' From the Top of the Stairs." *McSweeney's* (24 February 2016).
"How do Estonian and American Students Differ?" Estonian World (26 January 2016).
"What Voters Can Learn from Flint Water Crisis." *Al Jazeera America* (26 January 2016).
"What Living in the U.S.S.R. as a Kid Taught Me About Parenting." *Buzzfeed* (12 June 2015).
"On Being the Mom of 'the Foreign Kid'" *The Toast* (3 April 2015).
"Tennessee Criminalizes Drug-Related Pregnancy Complications." *Al Jazeera America* (30 April 2014).

Sponsored Research and Grants

Funded

(Senior Personnel) "Collaborative Research: GCR: A Convergent Discipline in Socio-Technological System Transitions: Research on Michigan Community and Anishinaabe Renewable Energy Sovereignty." PIs: Kathleen E. Halvorsen, Douglass L. Bessette. Co-PIs: Kristin Arola, Rebecca G. Ong, Joshua Pearce, Christie Poitra, Laura K. Schmitt Olabisi, Chelsea L. Schelly, Richelle Winkler. National Science Foundation. $2,623,647.

(Senior Personnel) "Education of the 21st Century. Tech Forward Institutional Initiative." PI: Lorelle Meadows. Co-PI: Mary Raber. Michigan Tech. $1,000,000

(PI) "Human-Centered Engineering Initiative." Co-PIs: Mary Raber, Oren Abeles, Nancy Barr, and Abraham Romney. National Endowment for the Humanities Connections Planning Grant. $34,999.

(PI) "Composition in Digital Environments." (Replaced PI Lauren Bowen) Co-PI: Abraham Romney. Jackson Blended Learning Grant, Michigan Tech. 2015 – 2017. $9846.

(PI) "Unspoken Bodies: Pregnancy and Childbirth in Soviet-Era Estonia." Consultant: Eve Annuk. Research Excellence Fund: Scholarship and Creativity Grants, Michigan Tech. $8,201.

(Co-PI) "Angles of Repose: Encouraging Productive Exchange among Technical Communication Programs and the Workplace. PI: M. Ann Brady Co-PI: Joanna Schreiber. Council on Programs in Technical and Scientific Communication. 2012-2013. $1500.

(Co-PI) "The Software Communication Chautauqua." PI: C. Wallace Co-PIs: Paul V. Anderson and Janet Burge. (Replaced Co-PI Ann Brady). CISE Pathways to Revitalized Undergraduate Computing Education (CPATH), National Science Foundation, 2007–2008. $66,595.

(PI) Faculty Scholarship Grant. Supported archival research (at History of Nursing Archives, Boston University; and Schlesinger Library Archives, Radcliffe College) for book project. Michigan Tech, Spring 2007. $1800.

Submitted but Not Funded

(PI) "Human-Centered Engineering Initiative." With Mary Raber, Oren Abeles, Nancy Barr, and Abraham Romney. VentureWell Faculty Planning Grant. $24,500.

(PI) "Whole-Brain Engineer Initiative." With Mary Raber, Oren Abeles, Nancy Barr, and Abraham Romney. College of Engineering Cross-Cutting Initiative Seed Grant. Michigan Tech. $5000.

(PI) "Frame-Based Media Analysis of the 2009 USPTF Mammography Recommendations" (R03). Co-PIs: Melanie Barbier, Michael Bowler, M. Ann Brady, and Sarah Hawley. NIH/NCI, 2011. $167,826.

Conference Presentations

"Birth Behind the Iron Curtain: Rhetorical Agency Reconsidered." Conference on College Composition and Communication. Milwaukee, MI 2020. (accepted)

"Digital Resistance to Reproductive Injustice." Workshop. Computers and Writing Conference. Lansing, MI 2019.

"Monstrous Composition: Reanimating the Lecture in First-Year Writing Instruction." Upper Peninsula Teaching and Learning Conference. Marquette, MI 2018.

"It's Alive! The Origins of MonsterComp and Its Role in Teacher Training." Conference on College Composition and Communication. Kansas City, MO. 2018.

"If Someone Would Have Held My Hand: Birth Stories from the Former Soviet Union." Celebrating Rhetoric Symposium. State College, PA. 2017. (invited)

"Taking the Backstairs: Pregnancy Communication and Everyday Dissent in Soviet-Era Estonia." Feminisms and Rhetorics Conference. Dayton, OH. 2017.

"Unwritten Bodies: Recovering Birth Stories from the Former Soviet Union" Conference on College Composition and Communication. Houston, TX. 2016.

"Maternal Imagination and Mobile Pregnancy." Computers and Writing Conference. Pullman, WA, 2014.

"From Lichen to Linux: Facilitating Collaboration Between Interdisciplinary Teams." Conference on College Composition and Communication. Indianapolis, IN, 2014.

"From Websites to Windmills: Globalizing Technical Communication Programs Through Study Abroad." Council on Programs in Scientific and Technical Communication Annual Meeting. Cincinnati, OH, 2013.

"This is not a how-to book": Midwives, Doulas, and Feminist Research in Technical Communication. Conference on College Composition and Communication. Las Vegas, NV, 2013.

"Using the Academic Quality Improvement Program (AQIP) to Develop Cross-Campus Support for International Initiatives." With Thy Yang. Association of International Education Administrators Annual Conference. New Orleans, LA. 2013.

"Feminism and Technical Communication: From Theory to Practice." Council on Programs in Technical and Scientific Communication Annual Meeting. Houghton, MI 2013.

"Usable Burke: The Piety of Documentation." Conference on College Composition and Communication. St. Louis, MO, 2012.

"Angles of Repose: Encouraging Productive Exchange Among Technical Communication Programs and the Workplace." Council on Programs in Technical and Scientific Communication Annual Meeting. Harrisonburg, VA, 2011.

"'Sick-Room' Pedagogy Meets the Technical Communication Classroom." Conference on College Composition and Communication. Louisville, KY, 2010.

"Campus Contexts for International Technical Communication." Conference on College Composition and Communication. San Francisco, CA, 2009.

"Dirty Little Rooms: The Rhetoric of Spatial Hygiene in Turn-of-the-Century District Nursing." Rhetoric Society of America Conference. Seattle, WA, 2008.

"'Playing Baby Roulette': Prenatal Care as Rhetorical Risk Management." National Communication Association conference. Chicago, IL, 2007.

"Making Space for Prenatal Care in the Hospital and Home." Rhetoric Society of America conference. Memphis, TN, 2006.

"'Threats to the Pregnant Lurked Everywhere: Risk, Urgency, and Prenatal Care.'" Conference on College Composition and Communication. Chicago, IL, 2006.

"Freedom to Move: Delivery Rooms as Work Places in Pregnancy Handbooks." Feminism(s) and Rhetoric(s) conference. Houghton, MI, 2005.

"Pregnant Science: Epideictic Rhetoric in the Pregnancy Handbook." Conference on College Composition and Communication. San Francisco, CA, 2005.

"Visualizing and Individualizing Risk During Pregnancy." Society for Literature and Science Annual Conference. Durham, NC, 2004.

"Pedagogical Directions: User-Centered Documentation and Service Learning." Conference on College Composition and Communication. New York, NY, 2003.

"'Wherever the hog comes, the rattlesnake disappears': Margaret Fuller's Anti-Expansionist Rhetoric." Presented at "Lewis and Clark: The Unheard Voices." Pennsylvania State University, University Park, PA, 2002.

Campus & Community Presentations/Workshops

"'We shall be monsters': Creating a community of practice through collaborative teaching." with Joshua Chase, William DeHerder, Karla Kitalong, Abraham Romney. Humanities Colloquium. Michigan Tech, Houghton, MI 2019. Invited.

"Taking the Backstairs: Pregnancy Communication and Everyday Dissent in Soviet-Era Estonia." Humanities Colloquium. Michigan Tech, Houghton, MI, 2019. Invited.

"Innovating the Tech Experience." Lunch and Learn. William G. Jackson Center for Teaching and Learning. Michigan Tech, Houghton, MI, 2019. Invited.

"How an Entrepreneurial Mindset Affects Teaching Practices." Lunch and Learn. William G. Jackson Center for Teaching and Learning. Michigan Tech, Houghton, MI, 2019. Invited.

"Using We the People Tools to Support Volunteer Activists." With Anne Newcomb, Emily Shaw, and Stephanie Tubman. The Idlewild Convening. Idlewild, MI, 2018. Invited.

"Large Classes, New Models." Lunch and Learn. William G. Jackson Center for Teaching and Learning. Michigan Tech, Houghton, MI, 2018. Invited.

"Partnering Your Strengths and Passion." With Stephanie Tubman. Youth on the Rise Conference (Girl UP Regional Summit). Houghton, MI, 2018. Invited.

We the People, Keweenaw: Community Organizing Workshops. Houghton, MI. January 28, February 25, & March 25, 2018. With Anne Newcomb, Marie Richards, Emily Shaw, and Stephanie Tubman. Developed, coordinated, and led a series of workshops for local community leaders focusing on narrative, strategy, and consensus building in community organizing

Teaching Experience

Graduate

Composition Pedagogy (HU5931). A study of techniques, technologies, evaluation, and assessment in connection with written and multimodal composition pedagogy for first-year college students (Michigan Tech).

Rhetorical Analysis (HU6001). Developed this course that introduces students to methods of and perspectives on rhetorical analysis in academic writing (Michigan Tech).

Science and Technology in Contemporary Rhetorical Theory (HU6115). Developed this course in order to prepare graduate students to write rhetorical criticism focusing on technoscientific discourses. (Michigan Tech).

Technical Communication and Technology Studies (HU5003). Offers a critical perspective on key issues in scientific and technical communication and technology studies theory, history, and pedagogy. (Michigan Tech).

Undergraduate

Composition (UN1015). Introduces first-year students to principles of rhetoric with a focus on multimodality (Michigan Tech).

Introduction to Rhetoric (HU2130). Survey course introducing undergraduate students to rhetorical theories and history. Michigan Tech.

Advanced Composition (UN3015). Takes writing about writing approach to help advanced undergraduate students from all disciplines better understand the kinds of writing that takes place in their disciplines (Michigan Tech).

Rhetoric of Social Media/Sotsiaalmeedia Tekstide Retoorika (FLGR.01.376). Developed this course that introduces students to fundamentals of rhetorical theory using texts drawn from social media contexts as material for analysis. (University of Tartu).

Foundations of Rhetoric and Public Speaking/Retoorika Alused ja Avalik Esinemine (FLGR.00.059). Guest lectured for two and a half weeks on Aristotelian rhetorical theory and the rhetoric of the media. (University of Tartu).

Technical and Professional Communication (HU3120). Introduction to technical and professional communication for students from majors across campus. Emphasizes a rhetorical, international, and user-centered approach to technical communication. (Michigan Tech).

International Technical Communication (HU4626). Prepares students for practicing technical communication in international contexts by exploring the cultural values that shaped technical communication in local and global contexts and how awareness of cultural assumptions can contribute to effective and ethical communicative practices. Features a client project for international client.

Usability and Instructions Writing (HU4628). Cross-course collaboration with undergraduate and graduate courses in Computer Science taught by Dr. Robert Pastel. Students developed and usability tested citizen-science smartphone apps as part of an NSF-sponsored project. (Michigan Tech)

Grant Writing. (HU4690). Developed this course focusing on grant writing for nonprofits. Students collaborate with clients from community nonprofits to write grant proposals (or portions of grant proposals). (Michigan Tech)

Study Abroad

Modern Communication Practices in Europe (IS3001). In collaboration with the University of Tartu, developed and led study abroad course for 6 Michigan Tech students designed to introduce students to the fundamentals of technical and professional communication in an international context. (Michigan Tech and University of Tartu).

Culture, Economy, and Foreign Policy in 21st-Century Europe (IS3001). Along with Matt Seigel and in collaboration with the University of Tartu, mentored 9 Michigan Tech students on a five-week study abroad trip to Estonia during the summer of 2009. (Michigan Tech and University of Tartu).

Graduate Advising

Doctoral Committees Chaired

Chair, doctoral advisory committee: Ann Kitalong-Will. (ongoing).
Chair, doctoral advisory committee: Hua Wang. (ongoing).
Chair, doctoral advisory committee: Emma Lozon. (ongoing).
Chair, doctoral advisory committee: Laura Vidal Chiesa. (ongoing).
Chair, doctoral advisory committee: Kimberly Rudkin. *Add a Dash of Rhetoric, a Pinch of Technical Communication, a Handful of Pedagogy, and Mix Well: Cookbooks and Recipes as Instructional Texts, and What Domestic Texts from 1870 to 1935 Can Teach Us About Technical Communication.* 2010.

Doctoral Committee Service

Modupe Yusuf. Humanities. (ongoing).
John Velat. Humanities. (ongoing).
Geethu Madeckal Jose (ongoing).
Joshua Chase (ongoing).
Silke Feltz. Humanities. 2019.
Aranya Srijongjai. Humanities. 2019.
Kimberly Tweedale. Humanities. 2018.
Joel Beatty. Humanities. 2017.
Jessica Lauer. Humanities. 2017.
Isadore Dorpenyo. Humanities. 2016.
Stephen Markve. Humanities. 2014.
James Rudkin. Humanities. 2014.
Christopher Brown. Computer Science. 2013.
Felicia Chong. Humanities. 2013.
Joanna Schreiber. Humanities. 2013.
Nathaniel Gbessagee. Humanities. 2011.
Stephen Bailey. Humanities. 2010.
Erik Hayenga. Humanities. 2009.
James Nugent. Humanities. 2009.

Master's Committees Chaired

Laura Vidal Chiesa. *Multimodal Composition and Pedagogy: An Approach from the Instructor's Point of View.* 2019.
Linford O. Lamptey. *Invitational Rhetoric: An Engaged Pedagogy for Technical Communication.* 2018.

Master's Committee Service

Andrew Gray. Humanities. (ongoing)
Neh Claudia Soh. Humanities. (ongoing)
Anna Paul. Humanities. 2016.
Efe Plange. Humanities. 2016.
Megan Gray. Humanities. 2014.
Isadore Dorpenyo. Humanities. 2013.
Jodi Radloff. Humanities. 2012.
Angela Badke. Humanities. 2011.
Shampa Battacharyya. Humanities. 2011.
James Rudkin. Humanities. 2011.
Jessica Juntunen. Humanities. 2011.
John Velat. Humanities. 2007.

Yang Liu. Humanities. 2007.

Academic Service & Experience

Administrative Experience

Tech Forward Educational Innovation Strategist. IDEA Hub. Pavlis Honors College, Michigan Tech. May 2019 – present. Lead 3 teams in research, assessment, prototype development and testing of educational innovations related to transforming the first-year experience, general education, and interdisciplinary education for the challenges and opportunities of the 21$_{st}$ century. "Education of the 21$_{st}$ Century" Tech Forward initiative is supported by a $1 million, 5-year grant.

Composition Program Director. Train, mentor and supervise Composition instructors, develop and coordinate curriculum, coordinate workshops and professional development opportunities for instructors. Michigan Tech, August 2015 – May 2019.

Faculty International Academic Coordinator. Mentor and assist Michigan Tech faculty in developing study abroad courses. Serve as liaison between faculty and International Programs and Services Office. Michigan Tech, October 2011 – April 2014.

Internship Director for Department of Humanities. Developed, launched, and directed department-wide internship program and related course. Michigan Tech, January 2013 – August 2014

Interim Director, Scientific and Technical Communication Program. Michigan Tech, Spring 2011.

Service to the Profession

Peer Review Panelist, National Endowment for the Humanities Connections program. Review and evaluate proposals for the NEH Humanities Connections implementation grants. November 2019.

Reviewer, *Journal of the History of Medicine and Allied Sciences*, 2019.

Reviewer, Bedford St. Martin's. 2019.

Reviewer, *Rhetoric Society Quarterly*. 2019.

Reviewer, *Rhetoric of Health and Medicine*. 2018.

Reviewer, *Communication Design Quarterly*. 2017.

Reviewer, University of South Carolina Press. 2015.

Reviewer, University of Massachusetts Press. 2015.

Planning Committee, 2012 Council for Programs in Technical and Scientific Communication Annual Meeting. Fall 2011 – Fall 2012.

Reviewer, *Technical Communication Quarterly*. 2010.

Reviewer, *Women and Language*, 2010.

University Awards

Finalist for Distinguished Teaching Award and Inductee, Academy of Teaching Excellence. Michigan Tech, 2009. Each year, the top five ranked instructors in each category (Professor/Associate Professor and Lecturer/Professor of Practice) are selected as finalists and inductees.

Certificate of Appreciation, In Recognition of Outstanding Contributions as a Faculty Member. Greek Life Awards. Michigan Tech, 2014.

University Service

Education of the 21st Century Working Group. Tech Forward Initiative. January – August 2019. Collaborated with a group of 39 faculty from across campus to brainstorm and refine ideas to redesign undergraduate education. Working group culminated in proposal "Education of the 21st Century," funded at $1 million over 5 years.

Chair, University Student Learning Goal 5 (Written and Oral Communication) Committee. Michigan Tech, August 2019 – present.
Communication Assessment Committee for General Education. Michigan Tech, May – June 2017 & 2019.
Early Career Mentoring program. Michigan Tech, 2015 – 2018.
Department of Humanities Representative, University Senate. Michigan Tech, 2010 – 2013.
AQIP Action Project Team: International Experience. Developed recommendations for faculty led study abroad at Michigan Tech. Michigan Tech, 2010 – 2011.
World Usability Day Planning Committee, Michigan Tech, 2008 – 2009

Department Service

Chair, Rhetoric and Composition Search Committee. September 2019 – present.
Rhetoric and Technical Communication (graduate program) Steering Committee. August 2013 – April 2014; August 2017 – present.
Scientific and Technical Communication (undergraduate program) Steering Committee. Michigan Tech, 2005 – 2007; 2009 – 2014; 2016 – present.
Department of Humanities Steering Committee. Michigan Tech, 2011 – 2012; 2014 – present.
Tenure, Promotion, and Reappointment Committee. 2013 – 2014; 2015 – 2017
Chair, Rhetoric and Composition Search Committee. September 2016 – April 2017.
Chair, Professional and Technical Communication Search Committee. September 2013 – April 2014.
Advisor, Student Chapter, Society for Technical Communication. Michigan Tech, 2006–2014.
Composition Search Committee. Michigan Tech, 2011 – 2012.
HU Chair Search Committee. Michigan Tech, 2008 – 2009.
Rhetoric and Scientific and Technical Communication Search Committee. Michigan Tech, 2006 – 2007.

Professional Affiliations

Association of Teachers of Technical Writing
Coalition of Feminist Scholars in the History of Rhetoric and Composition
Conference on College Composition and Communication
Council for Programs in Technical and Scientific Communication
The National Council of Teachers of English