

Martha S. Cheng

Rollins College
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Education

Ph.D. in Rhetoric, Carnegie Mellon University, July 2003

Dissertation title: *Ethos and Narrative in an Online Classroom Chat*

Dissertation Director: Dr. Barbara Johnstone

M.A. in English, Concentration in Rhetoric, May 1997

Carnegie Mellon University, Pittsburgh PA

B.A. in English Literature, *Cum Laude*, May 1993

Christendom College, Front Royal, VA

Teaching

Assistant Professor, Rollins College, Department of English

Classical Rhetoric: The Art of Persuasion	Fall 2005
Expository Writing: Argumentation	Fall/Spring 2004, 2005, 2006
Feminist Rhetoric, (Independent Study)	Summer 2006
Language Studies	Spring 2008
Rhetoric and Composition	Fall 2003
Rollins Conference Course: Language & Power	Fall 2004
Studies in Literary Topics: Great Speeches	Spring 2006, 2007, 2008
Writing about Art	Fall 2005
Writing about Crime and Punishment	Spring/Fall 2004, Spring 2005, 2006, 2007, 2008
Writing About Literature,	Fall 2003
Writing for the Professions	Spring 2006
Visual Rhetoric for Writers	Spring/Fall 2007

Instructor, Carnegie Mellon University, Department of English

Writing in the Professions	Fall 2002
Interpretation and Argument	Fall 1997-Fall 2001
Argumentation: Theory and Practice	Spring 2001

Teaching Assistant, Carnegie Mellon University, Graduate School of Industrial
Administration

Pedagogical Training

Workshop Attendee

Teaching and Learning Workshop (2006) Associated Colleges of the South, Rollins College. June 6-11.

Rhetoric in the Undergraduate Curriculum (2005), Rhetoric Society of America Biennial Institute. Kent State University. May 26-29.

Participated in three-day workshop with 10 colleagues from around the U.S. We discussed rhetoric in contemporary curricula, course topics, program development, and administrative issues.

Teaching Rhetorical Criticism and Theory at the Introductory Level (2004), National Communication Association Short Course. Chicago, IL: NCA Annual Convention, Nov 11-14.

Publications

Cheng, M. S. Ethos and narrative in online educational chat. *Rhetoric in Detail*. C. Eisenhart & B. Johnstone, Eds. Amsterdam: John Benjamins. Under Review.

Cheng, M.S. (2007) Undoing common ground: Argumentation in self-help books. *Dissensus and the Search for Common Ground*. H.V. Hansen et. al., Eds. Windsor. ON: OSSA.

Cheng, M.S. and Barbara Johnstone. (2002) Reasons for reason-giving in unplanned discourse: Answer-justification in an anonymous public-opinion survey. *Argumentation* vol 16. issue 4.

Presentations

“A Rhetoric of Self-Help?: Comparing Strategies to Persuade the Self” *Southern States Communication Association Convention*. Savannah, GA April 2-6, 2008.

“A ‘Misunderstanding’ During Hurricane Katrina: Coherence Systems at Work in Mediated Crisis Discourse.” *Federation Rhetoric Symposium*. Denton, TX Feb 8, 2008.

“Undoing Common Ground: Argumentation in Self-Help Books.” *Ontario Society for the Study of Argumentation*. Windsor, ON June 6-9, 2007.

Panel Organizer and Chair: “Rhetorical coherence: Evaluating arguments in context.” *National Communication Association*. Boston, MA Nov 17-20, 2005.

“Framing arguments through coherence systems.” *National Communication Association*. Boston,

- MA Nov 17-20, 2005.
- “Narrative logic and ethos in online educational chats.” *Rhetoric Society of America*. Austin, TX. May 27-30, 2004.
- “Ethos and the narrated self.” *International Society for the Study of Argumentation*. Amsterdam, Netherlands. June 25-28, 2002
- “Narrative and ethos in online educational chat.” *Rhetoric Society of America 10th Biennial Conference*, Las Vegas, Nevada, May 23-26, 2002.
- “Narrative theory: A framework for understanding ethos?” *Canadian Society for the Study of Rhetoric*. Quebec, Canada, May 23-30, 2001.
- “Reasons for reason-giving in unplanned discourse: Answer-justification in an anonymous public-opinion survey.” *Conference on College Composition and Communication*, Atlanta, Georgia, March 24-27, 1999.
- “Reasons for reason-giving in unplanned discourse: Answer-justification in an anonymous public-opinion survey.” *Ontario Society for the Study of Argumentation*, St. Catherines, Ontario, May 13-15. 1999.
- “Exploring participant behavior in electronic, educational chatrooms.” *International Council for Open and Distance Education. World Conference*. Vienna, Austria, June 20-24, 1999.

Professional Service

Rollins College

<i>ENG 140 Coordinator</i>	Fall 2005-present
Direct and schedule approximately 28 sections of ENG 140 each academic year in A&S and 6 sections in Holt. Recruit, hire, support, and evaluate 4 full-time and 3-4 adjunct staff on an on-going basis.	
<i>ENG 300 Coordinator</i>	Fall 2007, Spring 2008
<i>Crummer Curriculum Writing Subcommittee</i>	Fall 2007, Spring 2008
<i>Rollins Debate Team, Guest Judge</i>	Fall 2007
<i>Communication Department,</i>	
<i>Visiting Professor Search Committee</i>	Spring 2007
<i>Cornell Scholars Weekend, Interviewer</i>	Spring 2007
<i>Library Advisory Council</i>	Fall 2006-Fall 2007
<i>Course Instructor Evaluation Task Force</i>	Fall 2006
<i>Writing Center Coordinator Search Committee</i>	Fall 2005-Spring 2006
<i>Finance and Services Committee</i>	Fall 2004-Fall 2006
Worked with committee to review and advise on policies related to college's financial situation:	

Fall 2005 (Committee Secretary)

- Salary Task Force Recommendations
- Textbook adoptions
- New enrollment and financial aid policies
- Changes in college budget

Fall 2004-Spring 2005

- Hiring of Director of Campus Safety
- Health insurance options and changes
- Overall college financial report
- Faculty Salary Task Force recommendations
- Information Technology Master Plan

Junior Faculty Release Task Force

Spring 2004

Served as a team member to develop an implementation strategy for the use of Cornell funds for Junior Faculty Course releases.

Community

College Writing Panel Participant. Geneva School, Winter Park, FL. February 16, 2007.

Carnegie Mellon University

<i>Graduate Student Representative</i>	2001- 2003
<i>Teaching Mentor</i>	2001-2002
<i>Dissertation Support Group Coordinator</i>	2000-2001
<i>Graduate Student Assembly Representative</i>	1999-2001
<i>Co-coordinator, Rhetoric Colloquium</i>	1997-1998

Curriculum Development

Rollins College

Writing Minor: Professional Writing Concentration, Fall 2003-Fall 2006

Worked with committee members to develop a stronger concentration in professional writing within the writing minor. Researched other programs as models. Developed three new courses: ENG 206 Language and Power, ENG 210 Patterns of Persuasion in Public Discourse, ENG 361 Writing for the Professions. Currently developing a course in Visual Rhetoric.

ENG 140 Composition, Summer 2004-present

Researched top composition programs in the country to inform new 140 curriculum. Interviewed individual members of the department about curriculum development and teaching support. With a team, developed website for ENG 140 Instructors offering guidelines for teaching a new 140 course based on argumentation. Website also provides information about policies and practices for 140.

Research Appointments

Research Assistant, Carnegie Mellon University

Masters in Software Development Program, Summer 1997

Analyzed chatroom transcripts to evaluate new media for educational purposes.

Dr. Richard Young, Department of English, Fall 1996

Conducted bibliographic research for encyclopedia entry on rhetorical concept of “invention”

Professional Memberships

Eastern Communication Association

International Society for the Study of Argumentation

Ontario Society for the Study of Argumentation

National Communication Association

Rhetoric Society of America

Southern States Communication Association

Honors, Grants, and Awards

NEH Summer Seminar 2008 participant. Narrative Theory: Rhetoric and Ethics in Fiction and Nonfiction

China for Professors, Rollins College, Spring 2006

Faculty Technology Grant, Rollins College, Summer 2005

Phi Kappa Phi Honor Society member, 2002-Present

Formal recognition by Dean of Humanities and Social Sciences for teaching excellence.
Carnegie Mellon University, 1997, 2001

Graduate Student Association Travel Grant
Carnegie Mellon University, 2001, 2002