

# Matthew D. Petrunia

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Work: Fashion Institute of Technology  
 Department of English and Speech  
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## Academic Employment

**Aug. 2007—Present** Fashion Institute of Technology, New York, NY  
 Department of English and Speech  
 Assistant Professor

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## Academic Preparation

### Aug. 2004—Dec. 2007

Ph.D. University of New Mexico, Albuquerque, NM  
 Emphasis Areas: Communication, Rhetorical Studies  
 Advisor: Dr. Karen Foss  
 Dissertation: The Search for Generic Possibility in Supernatural Discourse: Creating Space for Believers in a Skeptical World

### Aug. 1998—Dec. 2000

M.A. Colorado State University, Fort Collins, CO  
 Emphasis Areas: Rhetorical Studies, Speech Communication  
 Advisor: Dr. David Vest  
 Thesis: Messages in Cosmic Bottles: A Critical Examination of Earth's Interstellar Messages

### Sept. 1992—Jun. 1996

B.A. Youngstown State University, Youngstown, OH  
 Major: Communication Studies, *Cum Laude*  
 Minor: Human Resource Management

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## Professional Development

Workshops Attended:

National Communication Association

Nov. 2006

Teaching Rhetorical Criticism and Theory at the Introductory Level  
 Presenter: Dan Pierce

Teaching the College Course in Communication Theory  
 Presenters: Em Griffin, Emily J. Langan

Western States Communication Association

Feb. 2006

Teaching Persuasion, Compliance Gaining, and/or Social Influence Course at the University Level  
Presenters: Robert H. Gass, John S. Seiter

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## **Teaching Experience**

**Fashion Institute of Technology**

Aug. 2007-Present

Instructor of Record

EN241: Professional Speech Communication

EN242: Public Speaking

EN342: Argumentation and Persuasion

**University of New Mexico:**

Aug. 2004-Aug. 2007

Instructor of Record

CJ 130: Public Speaking

Paired with Charles Tatlock, DDS, from the Division of Dental Surgery to teach *Introduction to Dental Health Careers*. This Freshman Learning Community (FLC) is designed to teach communication strategies to future dentists and dental hygienists

Instructed Freshman Interest Group (FIG); class comprised of first generation and at-risk college students

Oversaw independent study of senior communication student to instruct on public speaking pedagogy

CJ 221: Interpersonal Communication

CJ 314: Intercultural Communication

CJ 327: Persuasion

CJ 332: Business and Professional Communication

CJ 333: Professional Communication

Teaching Assistant

CJ 101: Introduction to Communication

Supervisor: Dr. Kenneth Frandsen

CJ 583: Teaching the Basic Course

Supervisor: Dr. Susan Deese-Roberts

To provide resources and training to graduate students at UNM for their instructional appointments and responsibilities

**Colorado State University: Teaching Assistant/Instructor** Aug. 1998-May 2004

SP 200: Public Speaking and Discussion

Instructed Freshman Interest Group (FIG); class comprised of first generation and at-risk college students

Selected to test new textbook, *Invitation to Public Speaking*, in Fall 2002. The book was implemented course-wide in Fall 2003

SP 306: Co-Cultural Communication

Supervisor: Dr. Eric Aoki

**Front Range Community College: Instructor** Jan. 2001-July 2004

SPE 115: Public Speaking and Discussion

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### Academic Experience

**Research Assistant**, Colorado State University, Fort Collins, CO Jan. 2001-May 2002

Gather research materials for academic articles and publications

Evaluate usefulness of materials

Attend meetings to discuss future goals and objectives for research projects

#### Researcher for the Following Publications

Griffin, Cindy. L. (2003). *Invitation to Public Speaking*. Belmont, CA: Wadsworth.

Ott, Brian. L. & Aoki, Eric. (2002). The politics of negotiating personal tragedy: Media framing of the Matthew Shepard murder. *Rhetoric & Public Affairs*, 21(3), 483-505.

**Department Tutor**, Youngstown State University, Youngstown, OH Sept. 1995-Mar. 1996

Courses tutored: Advanced Public Speaking, Business and Professional Speaking, Public Speaking

Aid students in the construction of speeches

Use video/audio equipment to record speeches for instructors

Provide instructors with detailed reports charting student progress

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### Professional Membership and Service

#### International Communication Association

##### Reviewer

Communication and Technology Division

2004

Popular Communication Division

2006

**National Communication Association**Chair

Mass Media Panel 2006

Reviewer

Mass Media Division 2006

Peace and Conflict Division 2005

Critical and Cultural Studies Division 2004

NCA Summer Institute Planning Committee

Catching Ourselves in the Act: 2006  
A Collaborative Planning Session to Enrich our Discipline  
through Social Constructionist Approaches

**Rocky Mountain Communication Association**

Member-At-Large, Rocky Mountain Communication Association 2003-Present

Encourage participation of schools in New Mexico

Represent the needs of the University of New Mexico at executive council meetings

Oversee conference registration process

Reviewer

Top Paper Award Selection Committee 2006

**Western States Communication Association**Chair

Communication Theory Panel 2005, 2006

Reviewer

Communication Theory Division 2006

Media Studies Division 2003-2007

Legislative Assembly Member, Communication Theory Division 2005, 2006

Volunteer for the Executive Director 2002-2004

**Academic Service**

Fashion Institute of Technology:

**Department of English and Speech**

Faculty Search Committee: Writing Line 2007

University of New Mexico:

**Graduate Student Communication Association (CommGrads)**

President	2005-2006
Recruitment and Retention Committee	2005-2007
Undergraduate Curriculum Planning Committee: Communication	2006-2007

### **Graduate and Professional Student Association (GPSA)**

Elections Chair	2005-2007
Election Fairness Ad Hoc Committee, Chair	2004-2005
Senate Representative, Department of Communication and Journalism	2004-2005
University-Wide Graduate Symposium Committee, Ad Hoc Member	2004-2005

### **Awards and Honors**

International Communication Association Outstanding Graduate TA	2007
Student Conference Award Program Committee (SCAP), Career Services, University of New Mexico	2007
Competitively based grant to assist graduate students with conference expenses Awarded \$800.00	
Who's Who Among American Teachers & Educators	2006-2007
Specialized Travel Grant, GPSA, University of New Mexico	2006
Competitively based grant to assist graduate students in professional development Awarded \$228.40	
Hank Trewhitt Department Service Award Department of Communication and Journalism, University of New Mexico	2006
GPSA Meritorious Service Award, GPSA, University of New Mexico	2006
Computer Allocation Committee Grant, GPSA, University of New Mexico	2005-2006
Through a grant, procured 6 computers, three printers, and one scanner for the Department of Communication and Journalism, University of New Mexico	
SRAC Travel Grant, GPSA, University of New Mexico	2005-2006
Competitively based grant to assist graduate students for travel to conferences, Awarded \$400	
Nominee for Graduate Teaching Award, University of New Mexico	2005, 2006
Nominee for Master Teaching Award, Front Range Community College	2004
Lambda Pi Eta, Sigma Nu Chapter, Colorado State University	2003-2004
Dean's Award, Youngstown State University	1996
Pi Kappa Delta	1995-1996
Founding Vice President, Student Communication Association	1995-1996

Youngstown State University	
National Forensic League District Five Representative	1995-1996
Vice President of Forensic Team	1995-1996
Foundation Scholarship Recipient, Youngstown State University	1994-1996
Grant-in-Aid Scholarship Recipient, Youngstown State University	1994-1996

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### Professional Conference Presentations

- Nov. 2007** Petrunia, M. D. "Connecting Extraordinary Messages to Skeptical Audiences: Pentadic Manipulations in the *Strand Magazine's* Fairy Tales." National Communication Associate, Chicago, IL
- Petrunia, M. D. "Deny Us This Day our Daily Bread: The Contentious Connection between Anorexia and Religion." National Communication Association, Chicago, IL
- Petrunia, M. D., & Brown, C. "James Traficant and his Rhetorical Drive towards Historical Absolution." National Communication Association, Chicago, IL
- Nov. 2006** Petrunia, M. D. "Applying Invitational Rhetoric to the Realm of Unbelievable Messages." National Communication Association, San Antonio, TX
- Sept. 2006** Gibson, D. C., & Petrunia, M. D. "A Communication Perspective on Space Tourism Stakeholder Relationships." American Institute of Aeronautics and Astronautics, San Jose, CA
- Weeber, B. N., Gibson, D. C., & Petrunia, M. D. "Adequate Risk Communication & Informed Consent: The Duty to Warn, Judicial Warning Adequacy Standards, and the Federal Aviation Administration's Proposed "Human Space Flight Requirements for Crew and Spaceflight Participants." American Institute of Aeronautics and Astronautics, San Jose, CA
- Feb. 2006** Petrunia, M. D. "*The Meatrix* Exposed: Creating Dystopia through Over-Reliance, Indifference and Pollution." Western States Communication Association, Palm Springs, CA
- Petrunia, M. D. "Theorizing the Extraterrestrial: Authorial Assumptions and the Impact on Interstellar Communication." Western States Communication Association, Palm Springs, CA
- Petrunia, M. D. "When Communication Goals Backfire: The Ideographic Misconstruction of Iraqi *Freedom*." Western States Communication Association, Palm Springs, CA
- Nov. 2005** Petrunia, M. D. "Reclaiming the Name: Rhetorical Repositioning in Le Guin's *She Unnames Them*." National Communication Association, Boston, MA

- April 2005** Petrunia, M. D. “*Ethos* Construction in the Unbelievable Message: Sir Arthur Conan Doyle’s Strategies for Bolstering Credibility.”—**Top Graduate Student Paper**  
Rocky Mountain Communication Association, Colorado Springs, CO
- Feb. 2005** Petrunia, M. D. “The Search for an Improved Interstellar Message: Using Communication Theory to Create More Accessible Messages.”  
Western States Communication Association, San Francisco, CA
- Feb. 2004** Petrunia, M. D. “The Whiteness in Space: A Critical Examination of the *Voyager 1* and 2 Interstellar Message.”  
Western States Communication Association, Albuquerque, NM
- Nov. 2003** Petrunia, M. D. “The *VeggieTale* Revolution: The Advancement of Morals at the Expense of Women.”  
National Communication Association, Miami, FL
- May 2000** Petrunia, M. D. “An Invitation to Grieve: An Ethnographic Study on the Communication Strategies of a Funeral Home Director.”  
Communication Conference, California State University, Fresno, CA
- Mar. 2000** Petrunia, M. D. “Bulworth’s Legacy: Cementing Stereotypical Roles in Film.”  
Center of Applied Studies in American Ethnicity Conference, Fort Collins, CO
- Nov. 1999** Petrunia, M. D. “Heaven’s Gate: A Genre Critique of Marshall Applewhite.”  
Rocky Mountain Communication Conference, Denver, CO

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## References

**Dr. Eric Aoki**, Associate Professor  
Colorado State University  
Department of Speech Communication  
214 Eddy Building  
Fort Collins, CO 80523  
(970) 491-2014  
Email: eric.aoki@colostate.edu

**Dr. Cindy Griffin**, Associate Professor  
Colorado State University  
Department of Speech Communication  
215 Eddy Building  
Fort Collins, CO 80523  
(970) 491-6749  
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**Dr. David Vest**, Department Chair  
Colorado State University  
Department of Speech Communication  
202 Eddy Building  
Fort Collins, CO 80523  
(970) 491-6078  
Email: david.vest@colostate.edu

**Dr. Karen Foss**, Regents Professor  
University of New Mexico  
Department of Communication and Journalism  
504 Luna Blvd., NW  
Albuquerque, NM 87102  
(505) 246-2991 (home)  
Email: karen.foss@comcast.net

**Dr. Kenneth Frandsen**, Professor Emeritus  
University of New Mexico  
Department of Communication and Journalism  
801 La Veta Dr., NE,  
Albuquerque, NM 87108  
(505) 883-8808 (home)  
Email: kfrandsn@unm.edu

**Dr. Judith Hendry**, Lecturer III  
University of New Mexico  
Department of Communication and Journalism  
MSC03 2240  
Albuquerque, NM 87131  
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**Dr. Janice Schuetz**, Professor  
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