

Michal Horton

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Educational Background

Doctor of Philosophy: Rhetoric and Composition, *Texas Christian University*, Fort Worth, TX,
Dissertation: "Theme Courses in Composition: Developing a Reflective Methodology for a
Historical and Continuing Practice," 2020
Master of Arts: English, *Arkansas State University*, Jonesboro, AR, 2015
Bachelor of Arts: English, *Harding University*, Searcy, AR, 2012

Publications

"Instructor Motives and Disciplinary Identity: Reconciling the Theme Course with Teaching for
Transfer," *Composition Forum*. [Revise and resubmit]
"The Failure-Success Relationship: A Healthier Ever After." *If at First You Don't Succeed? Writing,
Rhetoric, and the Question of Failure*, edited by Stephen J. Corbett, WAC Clearinghouse and
Colorado State UP. [accepted]
"The Theme Course: Speculating on Its History, Surveying Current Practice, and Encouraging a
Reflective Methodology," *Pedagogy: Critical Approaches to Teaching Literature, Language,
Composition, and Culture*, vol. 21, 2021.

Academic Positions

Clinical Assistant Professor, *Hankamer School of Business, Baylor University* (Fall 2020-Present)
Adjunct Instructor, *Harding University* (2019-2020)
Writing Center Consultant, *Harding University* (2019-2020)
Research Assistant, *Texas Christian University* (2018-2020)
Graduate Instructor, *Texas Christian University* (2015-2018)
Graduate Assistant, *Arkansas State University* (2013-2015)
Composition Network Administrator, *Arkansas State University* (2013-2015)
Writing Center Consultant, *Arkansas State University* (2013-2015)

Courses Taught

Bears for Business Communication, an internship option in Business Communication (BUS
3315), *Baylor University*, Fall 21-Present: To provide experiential learning, the internship
option pairs students to companies who assign them tasks; these tasks comprise the majority
of students' homework for the course. Students attend class, then apply concepts from the
course to their communication practices at the internship. The program runs in the fall
semester. Intern roles have included the following positions: Marketing, Customer Relations
Management (CRM), Writing, HR, Data Enhancement, Business Planning, Finance,
Technology, and Insurance Placements. Total students placed since Fall 2020: 34.

- Business Communication (BUS 3315), “How Does EQ Matter for Communication?” *Baylor University*, Spring 2021-Spring 2022: This course focused discussion of writing and communication around concepts of emotional intelligence (EQ).
- Business Communication (BUS 3315), “Imagination in Business Communication,” *Baylor University*, Fall 2020: In addition to working in key genres, this course explored how imagination is a resource for communicating effectively as a business professional.
- Introduction to University Writing and Research (ENG 1110), “Writing and Other Monsters,” *Harding University*, Fall 2019-Spring 2020: This course approaches “monsters” as metaphors of the process and phenomenon of writing in addition to representing cultural and political matters.
- Intermediate Composition: Writing as Argument (ENGL 20803), “Mysteries and Mishaps in the Media,” *Texas Christian University*, Spring 2018: The primary sources in this class relate to political and media events in 1957; students encouraged to work in current-day contexts on their own projects. The focus on media—mysteries and perceived or actual mishaps—orient the class to considering everyday sources of information as rhetorical.
- Intermediate Composition: Writing as Argument (ENGL 20803), *Texas Christian University*, Fall 2017: Students write on a topic of their choosing, using a prompt as a point of departure; student writing serves as the primary discussion and reading content. The course takes a form of labor-based assessment, in which students submit portfolios that showcase their writing process, and leans heavily on workshopping.
- Intermediate Composition: Writing as Argument (ENGL 20803), “(e)ntity and Online Writing,” *Texas Christian University*, Fall 2016, Spring 2017: Learning rhetoric for a digital context, students write blog posts and rhetorical analyses in preparation for research papers targeting a specific online community audience of the students’ choosing
- Introductory Composition: Writing as Inquiry (ENGL 10803), *Texas Christian University*, Fall 2015, Spring 2016, and Fall 2018: Students write in different genres to self-reflect, engage with others’ arguments, and find their own research positions. The class uses rhetorical analysis as preparation for each writing assignment and encourages students to see themselves as writers through participating in workshops.
- Composition II (ENG 1013), *Arkansas State University*, Spring 2015: This course focuses on building research skills and writing academic arguments using the style guide *They Say/I Say*. Students write individual essays until the final project, in which an all-class authored essay guides a dialogue about authorship, collaboration, and the writing process.
- Composition I (ENG 1003), *Arkansas State University*, Fall 2014: This course uses a “monster” theme to engage students in personal narrative and teach the fundamentals of research writing in the university. Students begin the semester analyzing a monster’s cultural meaning and can examine the same topic throughout the semester or find a related topic as the class progresses into learning about research writing.

Conference Presentations and Published Proceedings

- “Cover Letter Writing: Tell Me Without Telling Me.” *Association for Business Communication*. Panel: My Favorite Assignment. Presented October 2022. Tampa, FL.
- “Emotional Intelligence (EQ) in the Classroom, in Writing, on Teams.” IEEE International Professional Communication Conference (PROCOMM). Presented July 2022. Limerick, Ireland. [Co-author, with Debra Burleson]

- “Writing the LinkedIn Bio: Recovering Heuristics, Pisteis, and Protreptics.” *Association for Business Communication*. Presented October 2021, Virtually. Proceedings published February 2022, p. 286-9. [Second author, with Randy Waller]
- “Emotional Intelligence as Course Theme: Boosting EQ, Strengthening Communication Skills.” *Association for Business Communication*. Presented October 2021, Virtually. Proceedings published February 2022, p. 283-5. [First author, with Debra Burleson]
- “Imagination in Business Communication: Course Themes to Support Student Learning.” *Association for Business Communication*. October 2020. Virtual.
- “Theme Courses in Composition: A Speculative History and Areas of Future Work.” *South Central Modern Language Association*. October 2019. Little Rock, AR.
- “A Framework for Designing Theme Courses.” *Conference on College Composition and Communication*, March 2019. Pittsburgh, PA. [accepted, unable to attend]
- “New Materialist Rhetorics” workshop led by Byron Hawk and Thomas Rickert. *Rhetoric Society of America Summer Institute*. June 2015. Madison, Wisconsin.
- “Twentieth Century Plant Monsters: The Rhetoric of Cryptobotany.” *Radical Writes, ASU*. April 2015. Jonesboro, AR.
- “Last Laugh: The Batman’s Nemesis as Mirroring the Nation’s Economic Plight.” *Midwest Popular Culture Association*. October 2014. Indianapolis, IN. [with Loren Skye Roberson]
- “Expanding Burke’s Human Rhetoric: The Trans-Symbolic Vampiric Body.” *The Pennsylvania College English Association Conference*. October 2014. State College, PA.
- “Rhetoric of the Inhuman Body: Vampires of the 1980s.” *Current Research in Speculative Fiction*. June 2014. Liverpool, UK.
- “Opening Our Doors: Using Writing Center Tutor-Facilitated Writing Groups for Sites of Strategic Collaboration.” *International Writing Centers Association*. March 2014. Indianapolis, IN. [with Kristi Costello et al.]

Professional Writing and Industry Experience

- IncentiFind* (remote), May 2020-present: As Content Editor, I optimize and finalize copy for high-stakes writing: newsletters to stakeholders, sales sheets to potential partners, and bios for executives.
- Arthur Murray Dance Studio, Waco*, August 2021-January 2022: I made recommendations for reorganizing the website and rewrote the web copy, starting with a mission statement that solidified the company’s voice.
- Teneo Linguistics Co., LLC*, August 2021-December 2021: I offered writing and editing services for businesses and professionals as a language service at TLC. Projects included a DEI white paper for Pearson, the London office.
- TDC Fashion*, December 2018-June 2020: TDC was a fashion company with ethical manufacturing practices. I worked with TDC on curating their company voice, and so I reviewed or took lead on all writing-related content. The COVID-19 pandemic brought this company to a close.

Anjin Secure, September 2018-December 2018: Anjin Secure offers an international transportation service that anticipates location-specific dangers. I wrote and conducted the research for two of their provisional patent applications.

Amazon, April 2019-July 2019: As a customer service associate, I researched Amazon protocols to solve complex customer problems and optimized customer experience of the website.

AddRan College of Liberal Arts, Texas Christian University, August 2018-May 2019: I interviewed participating graduate students and collected survey responses for an assessment report on career diversity in the college, with a focus on summer internships.

IncentiFind, May 2018-July 2018: IncentiFind houses a database of green building incentives, and I worked with them on locating government incentives and writing standard operating procedures for data entry.

Teneo Linguistics Co., LLC, June 2016-July 2018: To support translation specialists with continuing education, Teneo Linguistics launched an online translation school; I developed researched articles on topics relevant to the industry.

Service & Outreach

Internship Coordinator: In connection to my internship course, I build and maintain relationships with companies, then recruit and place students into intern roles that are embedded in my course. Participating companies and organizations have included: Allsosense, HARC, IncentiFind, Leaptran, HatchTank, EPICenter, and Texas Commercialization Center (TCC).

Reviewer, Editorial Review Board for Association for Business Communication (ABC) conferences, 2021-2022: I reviewed abstracts for published proceedings.

Workshop leader, "Memo Writing in Acct 3304," *Baylor University*, Spring 2022, Waco, TX: I designed a session on paragraph structure and organization for tax memo writing; I visited two sections of Acct 3304 as a guest speaker.

Panelist, "Tips for Academic Success: For International Students From Those Who Have Been There Before." *Baylor University*, Fall 2021, Waco, TX: As an invited panelist, I shared communication strategies at this event created in of support international students.

Community Coordinator, *PAX Academic Exchange Program*, April 2019-June 2020, Searcy, AR: I facilitated the placement of international high school students with host families and supervised their experience throughout the school year.

Volunteer Tutor, *Union Gospel Mission*, January 2016-May 2016, Fort Worth, TX: I worked with the children of families at the homeless shelter, helping them complete after-school homework.

Upward Bound Tutor, *Arkansas State University*, May 2015-Junes 2005, Jonesboro, AR: I assisted high school students with homework for dual credit courses and oriented them to the difference between high school and college.

Memberships

- Association for Business Communication
- National Council of Teachers of English