Daniel Liddle

Assistant Professor of English, Western Kentucky University

✉ daniel.liddle.wku.edu
💻 danliddle.com
🌐 Bowling Green, KY

Curriculum Vita

Education

PhD in Rhetoric and Composition, Purdue University, 2018

MA in Professional Communication, Clemson University, 2012

BA in English, Illinois State University, 2010

Dissertation

Beyond Animation: Toward A Rhetoric of Motion Design
　　　for Technical and Professional Writing

Academic Appointments

Assistant Professor of English, Western Kentucky University	2017 - present
Graduate Teaching Assistant, Purdue University	2012 - 2017
Graduate Teaching Assistant, Clemson University	2010 - 2012

Editorial Positions

Managing Producer, *More Than Memos*	2021 - present
Web Editor, *Penned To Pin On Bowling Green*	2021 - present

Publications

Liddle, Daniel. "The Goofy Roots of the Plain Language Movement: Reconsidering the Rhetorical Hedonism of 'Gobbledygook Has Gotta Go.'" Proceedings from the International Professional Communication Conference. July 2023.

Liddle, Daniel and Sherrill, John. "Analyzing YouTube Content: Methodological Considerations for Technical Communication Research'" Proceedings from the 41st ACM International Conference on Design of Communication. October 2023.

Liddle, Daniel, et al. "Channeling Experience: Reflections on Developing a Technical Communication Youtube Channel." Proceedings from the 40th ACM International Conference on Design of Communication. October 2022.

Liddle, Daniel. "The Best Donut in Class: A Lean Approach to Visual Design in Technical Communication Pedagogy." Proceedings from the 38th ACM International Conference on Design of Communication. October 2020.

Liddle, Daniel and Kathryn Yankura Swacha. "Review of 'Rhetoric of a Global Epidemic: Transcultural Communication About SARS.'" Journal of Business and Technical Communication. March 2017.

Liddle, Daniel. "Emerging Guidelines for Communicating with Animation in Mobile User Interfaces." Proceedings from the 34th ACM International Conference on Design of Communication. October 2016.

Selected Conference Presentations

Rhetoric and Composition

"Stories About Stories: Adopting The Language of 'Data Storytelling' in Rhetoric and Composition." Conference on College Composition and Communication. Kansas City, MO (March 2018).

"Synthesizing Historical Trajectories of Digital Literacy through Collaboration." Computers and Writing Conference. Stoudt, WI (May 2015).

"Latent Humor: An Examination of How and Why Instructors Use Humorous Texts in First-Year Composition." Conference on College Composition and Communication. Tampa, FL (March 2015).

"Revisiting James Berlin's Cultural Studies Approach to Writing Instruction." Council of Writing Program Administrators 2014 Conference. Normal, IL (June 2014).

Technical and Professional Communication

Analyzing YouTube Content: Methodological Considerations for Technical Communication Research. ACM International Conference on Design of Communication. October 2023.

The Goofy Roots of the Plain Language Movement: Reconsidering the Rhetorical Hedonism of 'Gobbledygook Has Gotta Go.' International Professional Communication Conference. July 2023.

"Accounting for Motion Sickness: Design Standards for Accessible Interface Animation. Annual Conference of the Association of Teachers of Technical Writing. Pittsburgh, PA (March 2019).

"Emerging Guidelines for Communicating with Animation in Mobile User Interfaces." ACM international conference on Design of communication (SIGDOC '16). Arlington, VA (September 2016).

"Seeing Red: California's Drought and Cartographic Clarity." Annual Conference of the Association of Teachers of Technical Writing. Tampa, FL (March 2015).

"Getting Started in Eye Tracking: From Eye Movement to Eye-Tracking." The Society For Technical Communication Summit. Chicago, IL (May 2012).

"(Re)Shaping Research: Eye Tracking in Technical Communication." Annual Conference of the Association of Teachers of Technical Writing. St. Louis, MO (March 2012).

"Case Study of a Religious Coffee Shop: The Dual Functionality of Shared Spaces." Poster Presentation. The Carolina Rhetoric Conference. Clemson, SC (February 2012).

Digital Rhetoric

"Podcasting Hate: Sonic Rhetorics of the Far Right." Computers and Writing Conference. Greenville, NC (May 2022).

"The Shadows of Wonder: Rhetorical Frameworks for Post-Flash Animation." Computers and Writing Conference. Finlay, OH (June 2017).

"Composing Inside the Frame: Scaffolding Motion Design Literacy for After Effects." Conference on College Composition and Communication. Digital Poster Session. Portland, OR (March 2017).

"YouTube vs. Women: The Implications of Gender Identity for Online Video Production." Conference on College Composition and Communication. Indianapolis, IN (March 2014).

"Laughter in 5 Seconds or Less: Comedic Timing in a Digital Age." The South Atlantic Modern Language Association. Atlanta, GA (November 2013).

Workshops and Invited Talks_____

Tech Comm IRL: Co-Creating Video Examples of TPC
Workshop: Association for Teachers of Technical Writing Conference, June 2023

You, Me, and Chat GPT
Invited Talk with Michael Healey for the Spring 2023 English Department Colloquium

Big Rhetorical Podcast Episode 124
Invited Interview

PW Research: Data Visualization and Storytelling
Invited Lecture: Western Kentucky University, October 2022

Surviving and Thriving Without Spring Break
CITL Discussion Leader: Western Kentucky University, Spring 2021

Doing Digital (Rhetoric, Writing, Humanities) in an English Department
Invited Lecture: Western Kentucky University, Fall 2017, 2018, 2019

Developing a Professional Website for the Academic Job Market
Workshop: Purdue University, Fall 2016

Vidcast 101: Creating Content for the Purdue OWL YouTube Channel
4 Workshop Series: Purdue University, Fall 2015 – Spring 2016

Visual Rhetoric in Introductory Composition
Workshop: Purdue Writing Lab, Fall 2014

Re-Thinking Literacy Narratives
Workshop: Purdue Writing Lab, Fall 2014

Storyboarding for Video Projects
Invited Lectures: Multiple Courses at Clemson University, Spring 2012

Teaching_____

Graduate

Technology and Writing

Editing and Publishing

First Year Composition Technology Practicum

Undergraduate

Technology and Writing

Editing and Publishing

Multimedia Writing

Business Writing

Technical Writing

Writing in the Disciplines

Writing in the Healthcare Disciplines

Introduction to Digital Texts and Media

First Year Composition

Service_____

National Service

Inaugural Editor: More Than Memos YouTube Channel, 2021 - present

Reviewer: ACM SIGDOC, 2021 - present

Reviewer and Competition Judge: SIGDOC Student Research Competition, 2021 - present

ATTW Bibliography Review Team, 2018 - 2019

University Service

WKU Evidence and Argument Assessment Team 2019 - 2021

Departmental Service

Graduate Committee, 2021 - present

Departmental Committee For Diversity, Equity, and Inclusion, 2020 - present

Colloquium Committee, 2017 - present

English Club Co-Advisor, 2020 - present

Foundations Committee, 2018 - 2021

Community Service

Digital Editor - Penned to Pin on Bowling Green, 2020 - present

Mentoring

Publications and Conference Presentations

DJ Cox. "Let's Talk About the Miiverse." The Journal for Undergraduate Multimedia Publications. 9.1, September, 2019.

Kylie Carlson. "Digital Badging: Comparing Platforms for First Year Composition." Conference on College Composition and Communication. March, 2019. Pittsburgh, Pennsylvania.

Thesis Chair

Megan McCormick. "Beyond Sustainable: An Analysis of the Visual Rhetoric Behind the Branding of Christy Dawn"
Defended Fall 2021

Julianna Lowe "Miscarraige Narratives and Rhetorics of Individual Agency"
Defended Fall 2021

Katelin Price
"Content Strategy and Landscape Analysis of COVID-19 Response Websites"
Defended Spring 2021

Dillon Miller
"Scotchwhisky101.com: A User-Friendly, Persona-Driven Website"
Defended Spring 2020

Additional Mentoring

Matthew Rafla (Dental School Committee, 2021)

Thoas Deaton (Thesis Committee, 2019)

Media

Content Creator, *More Than Memos*	2021 - present
Web Editor, *Penned To Pin On Bowling Green*	2021 - present
Video Content Mentor, The Purdue OWL	2015 - 2017
Video Content Creator, The Purdue OWL	2012 - 2015
Research Assistant, Multimedia Research, Teaching, And Authoring Facility	2010 - 2012

Grants, Awards, and Fellowships

Wilson Wood Professorship
Western Kentucky University: 2023 - 2024

Purdue Summer Research Grant
Purdue University: Summer 2016

Graduate Student Organizations Grant
Purdue University: Fall 2014, Fall 2015

Quintilian Award for Professional Development
Purdue University: Spring 2013, Fall 2013, Spring 2014, Spring 2015

Owings Fellowship for Professional Communication
Clemson University: Fall 2010

Professional Affiliations

Association For Teachers of Technical Writing (ATTW)

The International Society of Professional Communication (ProComm)

The IEEE Special Interest Group For the Design of Communication (SIGDOC)

The National Council For Teachers of English (NCTE)