

Dr. Diane M. Blair

Office Address

Department of Communication
5201 N. Maple Avenue M/S SA 46
California State University, Fresno
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Education

Doctor of Philosophy (Ph.D.)

The University of Maryland, Department of Communication, College Park, MD
May 2000

Graduate Women's Studies Certificate

The University of Maryland, Department of Women's Studies, College Park, MD
May 2000

Master of Arts (M.A.)

The Ohio State University, Department of Communication, Columbus, OH
June 1994.

Bachelor of Arts (B.A.)

Mount Union College, Department of Speech, Communication, and Theater Arts, Alliance, OH
May 1991.

Academic Appointments

California State University, Fresno

Professor, Department of Communication, Fall 2011-present
Graduate Faculty Member, Fall 2001-present
Associate Professor, Department of Communication, Fall 2005-Spring 2011
Associate Professor, Smittcamp Family Honors College, Spring 2007-Spring 2008
Graduate Program Coordinator, Fall 2002-Spring 2006
Assistant Professor, Department of Communication, Fall 2000-Spring 2005

The University of Maryland, College Park

Graduate Teaching Assistant, Department of Women's Studies, August 1999-May 2000
Graduate Teaching Assistant, Department of Communication, August 1995 - May 1999
Editorial Assistant, *Human Communication Research*, College Park, MD, June 1999-January 2000

The Ohio State University, Columbus

Graduate Teaching Assistant, Department of Communication, September 1992 - June 1995

Research Interests

Feminist Rhetorical Theory and Practice, Gender and Politics, Role of the First Lady in Presidential Politics

Original Research Publications

Khan, Kherstin, and Diane M. Blair. "Writing Bill Clinton: Mediated Discourses on Hegemonic Masculinity and the 2008 Presidential Primary." *Women's Studies in Communication* (in press).

Blair, Diane M. "Shirley Chisholm: "For the Equal Rights Amendment (10 August 1970)."
Voices of Democracy: The U.S. Oratory Project, 3, (2008): 50-62.

Blair, Diane M. "'I want you to write me': Eleanor Roosevelt's use of Personal Letters as Rhetorical Resources." *Western Journal of Communication*, 72, no. 4 (2008): 415-433.

Blair, Diane M. "'We go ahead together or we go down together': The Civil Rights Rhetoric of Eleanor Roosevelt." In *Civil Rights Rhetoric and the American Presidency*, edited by James Arnt Aune and Enrique D. Rigsby, 62-82. College Station: Texas A&M University, 2005.

Blair, Diane M., and Shawn J. Parry-Giles. "Rosallynn Carter: Crafting a Presidential Partnership Rhetorically." (Reprinted) In *Leading Ladies of the White House: Communication Strategies of Notable Twentieth Century First Ladies*, edited by Molly Meijer Werthheimer, 140-163. Lanham, MD: Rowman and Littlefield, 2005.

Blair, Diane M., and Shawn J. Parry-Giles. "Rosallynn Carter: Crafting a Presidential Partnership Rhetorically." In *Inventing A Voice: The Rhetoric of American First Ladies of the Twentieth Century*, edited by Molly Meijer Werthheimer, 341-363. Lanham, MD: Rowman and Littlefield, 2004.

Parry-Giles, Shawn J., and Diane M. Blair. "The Rise of the Rhetorical First Lady: Politics, Gender Ideology, and Women's Voice, 1789-2002." *Rhetoric and Public Affairs* 5, no.4 (2002): 565-599.

Blair, Diane M. "No Ordinary Time: Eleanor Roosevelt's Address to the 1940 Democratic National Convention." *Rhetoric and Public Affairs* 4, no. 2 (2001): 203-222.

Blair, Diane M., Lisa Gring-Pemble, and Martha Solomon Watson. "Speeches." In *The Eleanor Roosevelt Encyclopedia*, edited by Maurine Beasley, George Beasley, and Holly Shulman, 492-498. Westport, CT: Greenwood Press, 2001.

Gring-Pemble, Lisa and Diane M. Blair* "Best-Selling Feminisms: The Rhetorical Production of Popular Press Feminists' Romantic Quest." *Communication Quarterly* 2, no. 2 (2000): 360-379.

*Equal authorship.

Published Critical Reviews

Blair, Diane M. "Review of *Governing Codes: Gender, Metaphor and Political Identity*, by Karrin Vasby Anderson and Kristina Horn Sheeler." *Rhetoric and Public Affairs*, 12, no. 1 (2009): 147-150.

Blair, Diane M. "Review of *FDR's Body Politics: The Rhetoric of Disability*, by Davis W. Houck and Amos Kiewe." *Argumentation and Advocacy* Spring (2004): 292-294.

Blair, Diane M. "Review of *FDR and Fear Itself: The First Inaugural Address* by Davis W. Houck." *The Quarterly Journal of Speech* 89, no. 4 (2003): 376-377.

Conference Presentations

Panel Respondent, "Top Four Papers in Organization for Research on Women and Communication." Western States Communication Association, ORWAC, Monterey, CA, February 2011.

"Writing Bill Clinton: A Study in Hegemonic Masculinity" (with Kherstin Khan). Paper presented Western States Communication Association, Organization for Research on Women and Communication, Phoenix, AZ, February 2009. (**Top Four Paper Panel)

Panel Respondent, "Political Exigency, Evolution, and Efficacy: Case Studies from the United States and Abroad." Western States Communication Association, Rhetoric and Public Address Division, Phoenix, AZ, February 2009.

"Rebellious Revelry: The Rhetorical Functions of Anna Howard Shaw's Humor" (with Leslie Collins Hester). Paper presented National Communication Association, Public Address Division, San Diego, CA, November 2008. (**Top Three Paper Panel)

"Anticipating or Averting Madam President? Gender, Ideology, and the Responsibilities of Rhetoric." Paper presented at Rhetoric Society of America, Seattle, WA, May 2008.

Panel Respondent, "Signs, Symbols, Scripts, and Struggles." 35th Annual Undergraduate Communication Conference, California State University, Fresno, April 2008.

Panel Respondent, "Finding Rhetorical Agency." Western States Communication Association, Rhetoric and Public Address Division, Denver, CO, February 2008.

"Hillary Clinton's Conversation with America: Inviting Transformation in Presidential Campaign Rhetoric." Paper presented at National Communication Association, Public Address Division, Chicago, IL, November 2007.

Panel Respondent, Hayward Conference in Rhetorical Criticism, California State University, East Bay, Hayward, CA, May 2006.

Panel Respondent, “Speaking of/for Feminism: Eve Ensler’s *The Vagina Monologues* in Theory and Practice.” National Communication Association, Women’s Caucus, Chicago, IL, November 2004.

Panel Respondent, Hayward Rhetoric Conference for Student Research, California State University, East Bay, April 2004.

“Report of The Presidency and Deliberative Democracy.” Paper presented at the Presidential Rhetoric Conference, Center for Presidential Studies—George Bush Presidential Library, Texas A&M University, College Station, TX, March 2004.

“The Rise of the Rhetorical First Lady: Politics, Gender Ideology, and Women’s Voice, 1789-2002” (with Shawn Parry-Giles). Paper presented at National Communication Association, Public Address Division, New Orleans, LA, November 2002.

Chair and Panel Respondent, “Communication in Action: Feminine and Feminist Images in the Post-Feminist Era.” National Communication Association, Public Address Division, New Orleans, LA, November 2002.

“Performing the First Lady: Crafting a Framework for Understanding Gender in Rhetorical Action.” Paper presented at presentation at National Communication Association convention, Public Address Division, Atlanta, GA, November 2001.

“‘I Want You to Write Me’: Eleanor Roosevelt’s Use of Personal Letters as a Rhetorical Resource.” Paper presented at National Communication Association convention, Public Address Division, Seattle, WA, November 2000.

“‘Without Precedent’: Reconstructing the Speaking Career of Eleanor Roosevelt.” Paper presented at Rhetoric Society of America conference, Washington, DC, May 2000.

“‘We go ahead together, or we go down together’: The Civil Rights Rhetoric of Eleanor Roosevelt.” Paper presented at the Presidential Rhetoric Conference, Center for Presidential Studies--George Bush Presidential Library, Texas A&M University, College Station, TX, March 2000.

“Eleanor Roosevelt as First Lady.” Paper presented at the interdisciplinary conference: “The Vision of Eleanor Roosevelt: World Citizen Ahead of Her Time,” Hofstra University Cultural Center, Hempstead, NY, September 1999.

“Best-Selling Feminisms: The Rhetorical Production of Anti-Feminist Feminists’ Romantic Quest” (with Lisa Gring-Pemle). Paper presented at National Communication Association convention, New York, NY, November 1998.

“No Ordinary Time: Redefining Action and Motive in Eleanor Roosevelt’s Address to the 1940 Democratic National Convention.” Paper presented at National Communication Association convention, Public Address Division, Chicago, IL, November 1997.

“Fragmentation and Intertextuality in Pat Buchanan’s ‘Cultural War for the Soul of America.’” Paper presented at the Eastern Communication Association convention, Baltimore, MD, April 1997. (*Top Competitive Paper Panel in Rhetoric and Public Address Division)

“Meanings of Motherhood Under the Contract with America.” Paper presented at the Eastern Communication Association convention, Baltimore, MD, April 1997.

“Rhetoric of Response/able Resistance: Enacting a Feminist Ethic of Risk.” Paper presented at Speech Communication Association convention, San Diego, CA, November 1996.

“The Prospect of Rhetorical Knowing.” Paper presented at Rhetoric Society of America conference, Tucson, AZ, May 1996.

“Rhetoric’s Dialectic: Constructing a Coherence for Contemporary Rhetorical Theory.” Paper presented at Penn State/University of Maryland Graduate Conference Exchange, College Park, MD, February 1996.

“Responsible Discourse: Deconstructing Morality in Communicative Action.” Paper presented at the Speech Communication Association convention, San Antonio, TX, November 1995.

“Emancipatory Narratives: Toward Transformations of Narrative Theory.” Paper presented at the Eastern Communication Association convention, Pittsburgh, PA, April 1995.

“Evaluating Narratives: A Feminist Perspective.” Paper presented at the Conference on Research in Gender and Communication, Albuquerque, NM, April 1995.

“Caring and Connected: A Feminist Alternative for Journalistic Ethics.” Paper presented at the Speech Communication Association convention, New Orleans, LA, November 1994.

Invited Presentations

“Ambassadors, Advisors, and Activists: The Political Lives of U.S. First Ladies.” Dinner in the Library Fundraiser, Friends of the Fresno County Public Library, Fresno, CA, November 2011

“First Ladies: Martha to Michelle.” Dinner In the Library Fundraiser, Friends of the Fresno County Public Library, Fresno, CA, November 2010.

“Remember the Ladies’: How First Ladies Influence Presidential Politics.” The Friday Club, Fresno, CA, April 2010.

“First Ladies: Martha to Michelle.” Dinner In the Library Fundraiser, Friends of the Fresno County Public Library, Fresno, CA, November 2009.

“Honoring Women’s Equality Day & the Ratification of the Nineteenth Amendment.” Central Valley Women’s Committee, SEIU Local 521, Fresno, CA, August 2009.

Panel Participant, “The American Presidency: Let’s Talk about Race and Gender.” Sistah to Sistah, California State University, Fresno, CA, March 2009.

“The First Lady Performance and Legacy of Mary Todd Lincoln.” Lunch and Learn Event, League of Women Voters of Fresno, Fresno, CA, February 2009.

“Women U.S. Presidential Campaigns: Past and Present.” The Kennedy Club, Fresno, CA, July 2008.

“Anticipating Madam President.” Town Hall Event, Unitarian Universalist Church, Fresno, CA, March 2008.

“Electing Madam President.” Conversation Table Event, College of Arts and Humanities, California State University, Fresno, November 2007.

Moderator, “New Media and the Digital Age.” Roger Tatarian Journalism Symposium/University Lecture Series, California State University, Fresno, September 2007.

COMM 120 (Gender and Communication). Lecture/Discussion on Women Presidential Candidates, Fall 2007.

“Inviting Transformation: Women Candidates and the U.S. Presidency.” Presentation for Women’s Herstory Month, California State University, Fresno, March 2007.

“Madam President: Female Candidates and the Politics of Gender.” Presentation for Women’s Herstory Month, California State University, Fresno, March 2006.

“The Role of First Ladies and Spouses in Presidential Campaigns and Administrations.” Panel presentation for “Let’s Talk Politics: The Changing Dynamics of Political Communication.” Roger Tatarian Journalism Symposium/University Lecture Series, California State University, Fresno, September 2004.

COMM 242M (Graduate Seminar in Rhetorical Criticism). Lecture/Discussion on archival research methods, Fall 2001.

COMM 006H (Public Speaking Honors Class). Lecture on analyzing and evaluating public discourse, Spring 2001.

“Eleanor Roosevelt and Civil Rights.” Research paper presented to Communication Department’s Communication Forum, California State University, Fresno, December 2000.

COMM 244 (Graduate Seminar in Public Address). Presentation featuring critical analysis of Eleanor Roosevelt’s first lady discourse, Fall 2000.

Media Appearances

The Moral Is-KVPR (Valley Public Radio), “With Super PACs, Free Speech is Far from Free,” July 2012.

The Moral Is-KVPR (Valley Public Radio), “In Election Year, Fact Checking Crucial,” April 2012.

Valley Edition-KVPR (Valley Public Radio), Interview with Juanita Stevenson, “Women’s Equality Day,” August 23, 2011.

Fresno Bee, Interview with Doug Hoagland, “Ladies First: Presidents’ Wives have clout, and ‘08’s will be no exception,” (8 September 2008): D1 & 3.

ABC News, Channel 30, Interview, John McCain’s selection of Sarah Palin as Vice Presidential Candidate, August 29, 2008.

ABC News, Channel 30, Interview, Michelle Obama’s Address to the Democratic National Convention, August 25, 2008.

Courses Taught

California State University, Fresno

- COMM 3 Fundamentals of Public Speaking
- COMM 5 Argumentation
- COMM 6H Invitational Rhetoric for Autonomy & Collaboration in the Marketplace of Ideas
- COMM 120 Gender and Communication
- COMM 140 History of Rhetorical Theory
- COMM 142 Rhetorical Criticism
- COMM 148 History of American Public Address
- COMM188T Special Topics: Women and Rhetorical Theory and Practice
- COMM 188T Special Topics: The Rhetoric of the Presidency and the First Lady
- COMM 215T Special Topics: Seminar in Feminist Communication Theory and Practice
- COMM 241 Seminar in Rhetorical Theory
- COMM 242 Seminar in Rhetorical Critical Methods
- COMM 243 Seminar in Strategic Public Discourse

The University of Maryland, College Park

- COMM 107 Speech Communication: Principles and Practices
- COMM 230 Argumentation and Debate
- COMM 324 Gender and Communication
- COMM 360 The Rhetoric of Black America
- COMM 475 Theories of Persuasion
- WMST 200 Introduction to Women’s Studies: Women and Society

The Ohio State University, Columbus

- COMM 105 Introduction to Public Speaking
- COMM 305 Argumentation and Debate

Academic Service: Committees and Positions

Member of the Personnel Committee, College of Arts and Humanities, California State University, Fresno, Fall 2012-present.

Equal Employment Opportunity Representative, Faculty Search Committee, Department of Communication Disorders and Deaf Studies, California State University, Fresno, Fall 2012-present.

Member of Faculty Search Committee, Interpersonal Communication, Department of Communication, California State University, Fresno, Fall 2012-present.

University-Wide Senator, Academic Senate, California State University, Fresno, Spring 2012-present.

Member of the Scholarship Committee, Department of Communication, California State University, Fresno, Fall 2011-present

Faculty Advisor, Communication Graduate Student Association, Department of Communication, California State University, Fresno, Spring 2011-present

Vice-President, California Faculty Association, California State University, Fresno, Fall 2008-present.

Faculty Advisor, League of Women Voters Student Unit, California State University, Fresno, Fall 2008-present

Member of Curriculum Committee, Department of Communication, California State University, Fresno, Fall 2007-present.

Member of Peer Review Committee, Department of Communication, California State University, Fresno, Fall 2005-present. *Chair of Committee AY 2009-10; AY 2007-08.

Member of Outreach Committee, College of Arts and Humanities, California State University, Fresno, Fall 2008-Spring 2011.

Assessment Coordinator, Department of Communication, California State University, Fresno, Fall 2007-Spring 2011.

Member of Faculty Search Committee, Director of Debate, Department of Communication, California State University, Fresno, AY 2010-2011.

Equal Employment Opportunity Representative, Faculty Search Committee, Department of Philosophy, California State University, Fresno, AY 2010-2011.

Member of Graduate Committee, Department of Communication, California State University, Fresno, Fall 2007-Spring 2011.

Faculty Mentor, Department of Communication, California State University, Fresno, Fall 2006-present.

Outside University Reviewer, Women's Studies Program, California State University, Fresno, Spring 2009.

Review Panel Member, Five Year Administrative Review for Dr. Dennis Nef, California State University, Fresno, Fall 2008.

Member of Graduate Teaching Associate Committee, Department of Communication, California State University, Fresno, AY 2007-08.

Equal Employment Opportunity Representative, Faculty Search Committee, Department of English, California State University, Fresno, AY 2007-08.

Faculty Mentor, Department of History, California State University, Fresno, Fall 2005-Spring 2008.

Member-at-large, California Faculty Association, California State University, Fresno, Fall 2006-Spring 2008.

Equal Employment Opportunity Representative, Faculty Search Committee, Department of Linguistics, California State University, Fresno, Spring 2007.

Member of Faculty Search Committee: Rhetorical Studies, Department of Communication, California State University, Fresno, Fall 2005-Spring 2006.

Graduate Coordinator of Self-Study, Department of Communication, California State University, Fresno, Fall 2005-Spring 2006.

Member of University Graduate Committee, California State University, Fresno, Fall 2004-Spring 2006.

Member of Faculty Search Committee: Interpersonal Communication, Department of Communication, California State University, Fresno, Fall 2004-Spring 2005.

Member of Faculty Search Committee: Persuasion and Social Change, Department of Communication, California State University, Fresno, Fall 2004-2005.

Member of Curriculum Committee, College of Arts and Humanities, California State University, Fresno, Spring 2003-Spring 2006.

Graduate Coordinator, Department of Communication, California State University, Fresno, Fall 2002-Spring 2006.

Member of Capital Campaign Committee, Department of Communication, California State University, Fresno, Fall 2002-Spring 2003

Communication Conference Coordinator, Department of Communication, California State University, Fresno, Spring 2002.

Faculty Senator, Academic Senate, California State University, Fresno, Spring 2001-Spring 2004.

Member of Curriculum Committee, Department of Communication, California State University, Fresno, Fall 2001-Spring 2002

Member of Teaching Assistants Advisory Committee, Department of Communication, California State University, Fresno, Fall 2000-Spring 2006.

Member of Communication Conference Committee, Department of Communication, California State University, Fresno, Fall 2000-Spring 2003.

Member of Research Committee, College of Arts and Humanities, California State University, Fresno, Fall 2000-Spring 2003. Chair of Committee, Spring 2003.

Professional Service

Officer Positions

Immediate Past President, Organization for Research on Women and Communication (ORWAC). February 2012-present.

President, Organization for Research on Women and Communication (ORWAC). March 2010-February 2012.

Vice-President, Organization for Research on Women and Communication (ORWAC). February 2009-March 2010.

Editorial Boards

Editorial Board Member, *Women's Studies in Communication*, January 2011-present.

Editorial Board Member, *Quarterly Journal of Speech*. February 2010-present.

Editorial Board Member, *Voices of Democracy: The U.S. Oratory Project*. June 2009-present.

Other Professional Service

Chair, "Idea to Article Panel (Parts 1 & 2)." Western States Communication Association, ORWAC, Monterey, CA, February 2011.

Manuscript Reviewer, *Rhetoric and Public Affairs*, March 2009.

Manuscript Reviewer, Rhetoric and Public Address Division, Western States Communication Association, September 2008.

Chair, "Subverting the Mainstream: Grassroots Social Protest as an Alternative to Traditional Notions of Service." Western States Communication Association, Public Address Division, Denver, CO, February 2008.

Manuscript Reviewer, Rhetoric and Public Address Division, Western States Communication Association, September 2007.

Manuscript Reviewer, *Rhetoric and Public Affairs*, August 2007.

Textbook Reviewer, Strata Publishing, Inc., October 2006.

Manuscript Reviewer, Rhetoric and Public Address Division, Western States Communication Association, September 2006.

Manuscript Reviewer, *Rhetoric and Public Affairs*, May 2006.

Manuscript Reviewer, *Western Journal of Communication*, January 2006.

Manuscript Reviewer, Rhetoric and Public Address Division, Western States Communication Association, September 2005.

Manuscript Reviewer, *Rhetoric and Public Affairs*, April 2005.

Program Planner, Pre-conference Seminars, National Communication Association, November 2004.

Manuscript Reviewer, Rhetoric and Public Address Division, Western States Communication Association, September 2004.

Member of the National Task Force on The Presidency and Democratic Deliberation, Presidential Rhetoric Conference, Center for Presidential Studies, Texas A&M University, 2003-04.

Member of Search Committee for Executive Director, National Communication Association 2003-04.

Manuscript Reviewer, CENTRO: Journal of the Center for Puerto Rican Studies, 2003.

Manuscript Reviewer, Public Address Division, National Communication Association, 2003.

Professional Associations

Organization for Research on Women and Communication (ORWAC)

Western States Communication Association (WSCA)

National Communication Association (NCA)

Rhetoric Society of American (RSA)

California Faculty Association (CFA)

Community Service

Board Member, League of Women Voters of Fresno, Fresno, CA, January 2009-present.

Co-Founder and Treasurer, S.A.F.E. (Straight Advocates for Equality), Fresno, CA, November 2008-present.

Member, League of Women Voters of Fresno (LWVF), January 2008-present.

Volunteer, LWVF Absentee Ballot Sorter, Fresno County Elections Department, May 2008.

Volunteer LWVF Poll Monitor, Student Elections, California State University, Fresno, April 2008.

Volunteer LWVF Telephone Queries Respondent, Fresno County Elections Department, February 2008.

Volunteer, LWVF Absentee Ballot Sorter, Fresno County Elections Department, February 2008.

Volunteer, Expression Not Suppression Conference, Gay Straight Alliance Network, Fresno, CA, February 2008 and 2009.

Speaker for Love Welcomes All Conference, Wesley United Methodist Church, April 2005.

Speaker for Take Back the Night Rally, California State University, Fresno, October 2004.

Faculty Advisor, V-Day Fresno, California State University, Fresno, Fall 2003-Spring 2004.

Volunteer Judge, Raisin Center Forensic Tournament, California State University, Fresno, September 2004.

Volunteer Judge, Peach Blossom Festival, California State University, Fresno, Spring 2001-2008.

Volunteer, Community Food Bank, May 2002-May 2003. Assist Development and Communications Manager with organizational newsletter, food drives, and fund-raising events.

Mail/Phone Ticket Order Coordinator, *Vagina Monologues*, V-Day Fresno, Spring 2002.

Honors and Recognitions

Recipient of 2010-2011 Provost Award for Assigned Time for Research and Creative Activity, California State University, Fresno, Spring 2009.

Arts and Humanities Faculty Honoree, Faculty Convocation, California State University, Fresno, Fall 2007.

Recipient of Graduate Faculty/Program Enhancement Award, May 2007.

Recipient of Sabbatical, California State University, Fresno, Fall 2006.

National Finalist for *Emerging Scholars Award*, American Association of University Women (AAUW), April 2004.

Outstanding Faculty Publication. Exhibit of Faculty Publications, Madden Library, California State University, Fresno, March 2003.

Recipient of 2002-2003 Research, Scholarship, and Creative Activities Award, College of Arts and Humanities, California State University, Fresno, June 2002.

Recipient of Lottery Fund Grant, College of Arts and Humanities, California State University, Fresno, May 2001 and May 2002.

Outstanding Graduate Student Award, Department of Communication, University of Maryland, 2000.