

# Jennifer Reinwald, PhD

Department of Communication Studies  
204 Freedom Hall  
jjreinwald@widener.edu  
610-499-4260  
Widener University  
One University Place  
Chester, PA 19013

## EDUCATION

University of Pittsburgh, Pittsburgh, PA, PhD in Communication 2014-2021  
Dissertation: “Doing Hashtags: Theorizing Hashtags’ Role in the Rhetorical Toolkit”  
Advisor: Brenton J. Malin  
University of Texas at Austin, Austin Texas, MA of Media Studies 2012-2014  
Thesis: “Seth Rogan and the Beta Male: An Exploration of masculinity in *Freaks and Geeks*,  
*Knocked Up*, and *This Is the End*,” Advisor: Mary Beltran  
Allegheny College, Meadville, Pennsylvania, BA of Communication Arts 2007-2011

## APPOINTMENTS

Assistant Professor, Widener University, Chester, PA, Department of Communication Studies, 2021-Present.

Instructor, Lone Star College—University Park, Houston, TX, Department of Speech, 2020-2021.

Visiting Instructor, University of Pittsburgh, Pittsburgh, PA, Department of Communication, 2018-2019.

Teaching Fellow, University of Pittsburgh, Pittsburgh, PA, Department of Communication, 2014-2018.

Academic Mentor, University of Texas at Austin, Austin, TX, Intercollegiate Athletics Department, 2012-2014.

## TEACHING

*Introduction to Communication*, Lone Star College, Fall 2020, Spring 2021, Summer 2021.

*Business and Professional Communication*, Lone Star College, Spring 2020.

*Interpersonal Communication*, Lone Star College, Spring 2020.

*Public Speaking*, Lone Star College, Spring 2020.

*Public Speaking*, University of Pittsburgh, Fall 2015, Spring 2016, Spring 2017, Summer 2017, Fall 2017, Summer 2018, Fall 2018.

*Introduction to Communication Process*, University of Pittsburgh, Fall 2016, Fall 2017.

*Interpersonal Communication*, University of Pittsburgh, Spring 2018, Spring 2019

*Introduction to Communication Process*, Teaching Assistant, University of Pittsburgh, Fall 2014, Spring 2015.

## PROFESSIONAL DEVELOPMENT

Achievement in Pedagogy Badge, University of Pittsburgh, 2017-2018

Courses and Training in Cultural Studies research methods, University of Pittsburgh, 2014-2019

Online Teaching Certification, Lone Star College, 2020

## PUBLICATIONS

### Book Chapters

Reinwald, Jennifer. "Hashtags and Attention through the Tetrad: The Rhetorical Circulation of #ALSIceBucketChallenge," *Theorizing Digital Rhetoric*, Edited by Aaron Hess and Amber Davisson, Routledge, 2017, pp. 184-195.

### Book Reviews

Reinwald, Jennifer. Review of *Networked Media, Networked Rhetorics: Attention and Deliberation in the Early Blogosphere*, by Damien Pfister. *Argumentation and Advocacy*, Sept. 2015, 146-149.

### Other

Reinwald, Jennifer. "Breaking the Country Mold: Non-Normative Masculinities in Nashville". FlowTV.org. Vol, 18, No. 4, 2013. <<http://flowtv.org/2013/08/breaking-the-country-mold/>>.

## FELLOWSHIPS AND GRANTS

Dietrich School of Arts and Sciences Summer Research Grant, University of Pittsburgh, \$3000, 2015

## PRESENTATIONS

### National Conferences

#### Individually Submitted Papers

*Reinwald, Jennifer.* “Taboo Food: Examining Assumptions of Affluence and Taboo through Reddit's r/foodporn and r/shittyfoodporn.” Reinventing Rhetoric, Rhetoric Society of America, May 2018, Minneapolis, MN.

*Reinwald, Jennifer.* “Forgive Them, Father, for They Know Not What They Eat: The Obesity Jeremiad and Genre Disruption in Jamie Oliver’s “Teach Every Child about Food.” Reinventing Rhetoric, Rhetoric Society of America, May 2018, Minneapolis, MN.

*Reinwald, Jennifer.* “Fitting in Fat: The Fat Acceptance Movement and Digital Belonging.” Communications Civil Calling, National Communication Association, 10 Nov. 2016, Philadelphia, PA.

*Reinwald, Jennifer.* ““Does this Filter Make my Brisket Look Fatty?”: Media Ecology and Rhetorical Delivery of Austin, TX and Pittsburgh, PA Food Cultures.” Rhetoric & Change, Rhetoric Society of America, 27 May 2016, Atlanta, GA.

*Reinwald, Jennifer.* “Hashtags and the Tetrad: Organizing Social Media Campaigns.” Embracing Opportunities, National Communication Association, 19 Nov. 2015, Las Vegas, NV.

*Reinwald, Jennifer.* “The Family is All Normal: Homonormativity in *The Kids are All Right*.” Golden Ages: Styles and Personalities, Genres and History, Film and History Conference, 30 Oct. 2014, Madison, WI.

*Reinwald, Jennifer.* “Masculine Identity formation in Online Spaces: An Analysis of TotalFratMove.com.” PCA/ACA National Conference, 27 Mar. 2013, Washington D.C.

#### Panel Presentations

“Surviving and Thriving in the Mainstream of the Maelstrom,” Media Ecology Association, National Communication Association, 16 Nov. 2019, Baltimore, Maryland.

## ACADEMIC SERVICE

*Ad Hoc Placement Committee*, Department of Communication, University of Pittsburgh, 2018-2019.

*Undergraduate Interaction Chair*, Communication Graduate Student Organization, University of Pittsburgh, 2017-2018

*Graduate Students-Alumni Networking Committee*, Communication Graduate Student Organization, University of Pittsburgh, 2017-2018

*Vice President*, Cultural Studies Graduate Student Organization, University of Pittsburgh, 2017-2018

*Vice President*, Communication Graduate Student Organization, University of Pittsburgh, 2016-2017

*Selection Committee*, Elizabeth Baranger Teaching Award, University of Pittsburgh, 2016-2017

*Graduate Student Representative*, Cultural Studies Graduate Student Organization, University of Pittsburgh, 2016-2017

*Treasurer*, Graduate Chapter of Rhetoric Society of America, University of Pittsburgh, Spring 2016

*Recording Secretary*, Communication Graduate Student Organization, University of Pittsburgh, 2015-2016

*Social Media Coordinator*, FlowTV.org Editorial Board, University of Texas at Austin, 2013-2014

*Column Editor*, FlowTV.org, University of Texas at Austin, 2012-2014

*Review Committee*, *Velvet Light Trap* Journal, University of Texas at Austin, 2013

*Conference Moderator*, Flow Conference, Austin, Texas, 2012

## REFERENCES

*Brenton J. Malin*, Associate Professor of Communication, University of Pittsburgh

*E. Johanna Hartelius*, Associate Professor of Communication Studies, University of Texas at Austin

*Ronald Zboray*, Professor of Communication, University of Pittsburgh