

# PHILLIP MICHAEL ALEXANDER

Heanon Wilkins Faculty Fellow

AIMS @ Miami University

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## EDUCATION—

**PhD: Rhetoric & Writing**, Michigan State University, East Lansing, MI (2012)

- Concentration: Digital Rhetoric and Professional Writing & Cultural Rhetorics
- Dissertation: Individual Copycats: Memetics, Identity and Collaboration in the *World of Warcraft*
- Dr Dànienne Nicole DeVoss, chair

**MA: Composition and Rhetoric**, Miami University, Oxford, OH (2007)

**BA: English/ AA: Political Science**, Indiana University (East Campus),  
Richmond, IN (2003)

## APPOINTMENTS—

**Heanon Wilkins Faculty Fellow / Visiting Assistant Professor**, Armstrong Institute for Interactive Media Studies, Miami University, 2014-Present.

**Co-Director, Miami University Varsity Esports Program**, 2015-Present.

**Heanon Wilkins Faculty Fellow**, Department of English and Armstrong Institute for Interactive Media Studies, Miami University, 2014-2015.

**Visiting Assistant Professor**, Department of English, Miami University, 2012-2014.

**Graduate Teaching Assistant**, Michigan State University, 2008-2011.

**Graduate Teaching Assistant**, Miami University, 2005-2007.

**Adjunct Faculty in English**, Indiana University East, 2001-2006.

## AWARDS—

- **Heanon Wilkins Faculty Fellow**, Miami University, 2014.
- **AT& T Faculty Award** for Exemplary Use of Technology in Teaching and Learning, Michigan State University, 2011.
- **University Fellow** (full tuition first and last year of PhD program), Michigan State University, 2007.
- **Kairos Teaching Assistant/Adjunct Faculty Award for Service** in Computers and Writing, 2007.
- **Humanities and Fine Arts Adjunct Instructor of the Year**, Indiana University East, 2005.

## PUBLICATIONS—

Alexander, Phill. (2017). Knowing how to play: Gamer knowledges and knowledge acquisition. *Computers and Composition*. Volume info forthcoming.

Alexander, Phill. (accepted). The myth of the digital Native. In Cheryl Ball and Drew Lowe (Eds). *Bad ideas about writing*. Contracted to West Virginia University Digital press and *Inside Hire Ed.com*.

Alexander, Phill. (2016). The composing practices and rhetorical acumen of MMORPG players: What City of Heroes means for writing instruction. In Douglas Eyman (Ed.), *Play/Write: Digital rhetoric, writing, games*. New York: Parlor Press.

Alexander, Phill. (accepted) , "If you stare long enough into the simulation it stares back at you: A collage essay." In Marilee Brooks, Julie Lindquist and Sue Webb (Eds). *Echoes of home: Bringing home to work*.

Adsanatham, Chanon; Alexander, Phill; Carsey, Kerrie; Dubisar, Abby; Fedeczko, Wioleta; Landrum, Denise; Lewiecki-Wilson, Polak, Michele. (2013). Going multimodal: Programmatic, curricular, and classroom change. In Tracey Bowen and Carl Whitehaus (Eds.) *Multimodal literacies and emerging genres in student compositions* (pp. 282-312). Pittsburgh: U of Pittsburgh Press.

Alexander, Phill; Chabot, Karissa; Cox, Matt; DeVoss, Dànielle; Gerber, Barbara; Perryman--- Clark, Staci; ... Wendt, Mary. (2012). Teaching with technology: Remediating the teaching philosophy statement. *Computers and Composition* 29, 2-38.

Alexander, Phill. (2009). He's the kind of girl who wants matching daggers. In Luke Cuddy and John Nordinger (Eds). *World of Warcraft and philosophy* (pp. 153-163). New York: Open Court.

Alexander, Phill. (2009). Review of Digitizing Race by Lisa Nakamura. *Kairos* 14(1). Available online <http://www.technorhetoric.net/14.1/reviews/alexander/index.html>

Knight, Aimee; Alexander, Phill; DeVoss, Danielle; Loncharich, Les & Rife, Martine. (2009). About face: Mapping our institutional presence. *Computers and Composition* 26, 190-202.

### WORKS IN PROGRESS—

Alexander, Phill. (under contract, in revision). *Identity, Collaboration and Digital Work in the World of Warcraft*. Book contracted to Parlor Press.

Alexander, Phill. (in revision). Not sure if brilliant or merely pedestrian: Toward a theory of the meme. Submitted to *Kairos*.

Alexander, Phill. (proposal under editorial review). *The chromatics of dragons: Race and video games*. Book proposed to MIT Press.

Alexander, Phill. (in progress). I was born into this world, just like you: A gamer and storyteller's rhetoric.

### CONFERENCE PRESENTATIONS—

Alexander, Phill (2016, April). Workshop: Telling Stories, Writing Cultures: Using Indigenous Rhetorics in the Writing Classroom. Workshop at Conference on College Composition and Communication, Houston, TX.

Alexander, Phill (2015, December). Workshop: Storytelling as play: Harnessing the power of gaming for survivance. Returning the Gift; The Wordcraft Circle Conference (accepted but could not attend—sent materials and video electronically).

Alexander, Phill and DeShutter, Bob. (2015, November). Quick paper prototyping: From vision to visualized. Presented at Ohio Game Developer's Expo, Columbus, OH.

Alexander, Phill. (2015, April). Some things will NEVER change: the Washington Redskins and the problems of race rhetoric. Paper presented at College Conference on Composition and Communication, Tampa, FL.

Alexander, Phill. (2015, April). Workshop session: Bringing Cherokee thinking into the digital writing classroom. Offered at College Conference on Composition and Communication, Tampa, FL.

Alexander, Phill. (2014, March). Ten things games can teach us about teaching writing. Paper

presented at College Conference on Composition and Communication, Indianapolis, IN.

Alexander, Phill. (2013, June). We are but meme machines: Memetics, gaming and learning. Paper presented at the Computers & Writing Conference, Frostburg, MD.

Alexander, Phill & Platt, Julie. (2011, May). Workshop: Using WordPress as a CMS. Presented at the Computers & Writing Conference, Ann Arbor, MI.

Alexander, Phill. (2011, May). Red, dead? Red Dead Redemption and American Indian depictions in video games. Paper presented at the Computers & Writing Conference, Ann Arbor, MI.

Alexander, Phill. (2011, April). The ghost in the Machinima is you: Games as film as resistance. Paper presented at the Conference on College Composition and Communication, Louisville, KY.

Alexander, Phill. (2010, May). Gaming, identity, and narration: The gaming narrative. Paper presented at the Computers & Writing Conference, West Lafayette, IN.

Alexander, Phill. (2010, May). The Problem of the Popular Indian: World of Warcraft and race. Paper presented at the Computers & Writing Conference, West Lafayette, IN.

Alexander, Phill. (2009, October). I'm that type of girl: World of Warcraft, gender identity, and identity tourism. Paper presented at the Feminisms and Rhetorics conference, East Lansing, MI.

Alexander, Phill. (2009, March). Running with the bulls: Race and the Tauren in World of Warcraft. Paper presented at the Convention on College Composition and Communication, San Francisco, CA.

Alexander, Phill. (2008, October). Anji Bee: Digitally alive. Video presented at the Thomas R. Watson Conference, Louisville, KY.

Alexander, Phill. (2008, October). Your world (of Warcraft) could use an ad-just-ment. Paper presented at the Thomas R. Watson Conference, Louisville, KY.

Alexander, Phill; Cox, Matt; DeVoss, Danielle; Platt, Julie & Sackey, Donnie. (2008, October). Remixing the teaching philosophy. Panel discussion at the Thomas R. Watson Conference, Louisville, KY.

Alexander, Phill; Cox, Matt; DeVoss, Danielle; Platt, Julie & Sackey, Donnie. (2008, May). Remixing the teaching philosophy. Panel discussion at the Computers & Writing Conference, Athens, GA.

Alexander, Phill. (2008, May). Using gaming identities in the computer classroom. Paper presented at the Computers & Writing Conference, Athens, GA.

Alexander, Phill; DeVoss, Danielle; Knight, Aimee; Loncharich, Les & Rife, Martine. (2008, May). About face: Mapping our institutional presence. Paper presented at the Computers & Writing Conference, Athens, GA.

Alexander, Phill. (2008, March). Gaming genres in City of Heroes. Paper presented at the Convention on College Composition and Communication, New Orleans, LA.

Alexander, Phill. (2007, October). On my way: The ethics of MMORPG research. Paper presented at the Association of Internet Researchers Conference, Vancouver, BC, Canada.

Alexander, Phill. (2007, May). Composing a virtual identity: City of Heroes and writing a toon to life. Paper presented at the Computers & Writing Conference, Detroit, MI.

Alexander, Phill. (2007, March). City of Heroes, affinity groups and gamer identity. Paper presented at the Convention on College Composition and Communication, New York, NY.

Alexander, Phill. (2006, October). The next generation gap: Exploring the impact of video games on literacy and composition. Paper presented at the Thomas R. Watson Conference, Louisville, KY.

Alexander, Phill; Helton, Edwina. (2002). Undergraduates as teachers: The IU East professional experience in writing program. Paper presented at the Convention on College Composition and Communication, Chicago, IL.

## TEACHING—

### Miami University, Armstrong Interactive Media Studies, 2016-present

Courses taught:

**IMS 211:** The Analysis of Play (taught face-to-face, online and hybrid, including summer sessions)

**ENG/IMS 224:** Digital Rhetoric and Writing (taught face-to-face, online, and hybrid, including summer and winter sessions)

**ENG/IMS 317:** Writing for Games (Created course)

**IMS 390i:** Digital Identity (Created course, offered each winter term)

**IMS 390i:** Streaming and Interactive Video (Created course; first college course to be offered over Twitch.TV platform)

**IMS 390e:** The Comprehensive Study of Esports (new course designed in collaboration with student Stelanie Tsirlis; first of its kind)

**ENG/IMS 411/511:** Visual Rhetoric and Design for Print and the Web (taught face-to-face, online and hybrid)

**IMS 440:** Capstone: client Twitch.TV (developing Twitch's first ever scripted content)

**IMS 445/545:** Game Design

\*In addition to the courses above, as well as other new courses designed for the Games & Simulations degree, I average of 5-7 independent study students per term, including honors projects, senior projects, summer research and internships. This is likely to only increase as interest in games and simulations increases.

### **Miami University, English/IMS 2012-2016**

Courses taught:

**ENG 111:** Composition and Rhetoric

**ENG/IMS 224:** Digital Rhetoric and Writing (taught face-to-face, online, and hybrid, including summer sessions)

**ENG 310:** Special Topics, The Rhetoric of Digital Identity (Created course, offered each winter term until replaced by IMS 390i).

**ENG 313:** Technical Writing (taught face-to-face and online, including summer sessions)

**ENG/IMS 411/511:** Visual Rhetoric and Design for Print and the Web (taught face-to-face, online and hybrid)

**IMS 211:** The Analysis of Play (taught face-to-face, online and hybrid, including summer sessions)

**ENG/IMS 317:** Writing for Games (Created course)

### **Michigan State University: 2008-2011**

Courses taught:

**WRA 110:** Writing, Science and Technology (taught face-to-face and online, one of Michigan State's themed first---year writing courses)

**WRA 150:** Writing, The Evolution of American Thought (taught face-to-face and online, one of Michigan State's themed first---year writing courses)

**WRA 210:** Introduction to Web Authoring (taught face-to-face and hybrid, award winning course design revision)

### **Miami University: 2005-2007**

#### **Courses taught:**

**ENG 111:** Composition and Rhetoric

**ENG 112:** Composition and Literature

### **Indiana University East: 2001-2006**

#### **Courses taught:**

**English W130:** Principles of Composition (this course is the first in a three course cycle of first--year composition, offered to those slightly behind expectations upon admission)

**English W131:** Elementary Composition I (taught face-to-face and online, second course in first--- year composition cycle, offered to those who entered as typical traditional students)

**English W132:** Elementary Composition II (taught face-to-face and online, third course in first---year composition cycle, required of all students regardless of AP or test---out credit)

**English W231:** Professional Writing Skills (taught face-to-face and online)

### **SERVICE—**

- Co-Director and founding member of Miami University Varsity Esports Program 2015-present.
- Miami University faculty liaison to TESSA (Blizzard Esports league), 2016-present.
- Miami University faculty liaison to REKT U Esports, 2016-present.
- Miami University faculty liaison collaborating on course development with Twitch.TV, 2016-present.
- Miami University delegate to NAC Esports, 2015-present.
- Miami University delegate to HEVGA (Higher Education and Video Games Association) 2016-present.
- Member, team coordinator and presenter: Miami University Year of Creativity and Innovation Faculty Learning Group, 2015-2016.
- Independent study director, AIMS: Miami University, 2014-present.
- Intern manager, AIMS: Miami University, 2016-present.
- Senior project director, AIMS: Miami University: 2015-present.
- Mentor for Teaching Assistant in AIMS: Miami University, 2015-present.
- Chair, AIMS faculty hiring committee, 2015.
- Organizer and Coordinator: Miami University's presence at Lexplay expo, 2016-present.
- Assistant Editor: Kairos. 2014-2016.

- Founder: CCCC Special Interest Group: Race and Technology, 2015.
- Founding co-facilitator: Computers and Writing Social Justice caucus, 2015.
- Organizer and coordinator: AIMS presence at Ohio Digital Gaming Expo, 2014---present.
- Facilitator/Campus Contact/Organizer/Coordinator: Miami University Global Game Jam, 2014-present.
- Assistant coordinator, CCCC Digital Pedagogy Posters, 2015-2016.
- Independent Study/Project advisor in English, winter and summer 2014, summer 2015.
- Internship Advisor in English: Miami University, summer 2014, summer 2015.
- Faculty Advisor: Miami University Forensics Society, 2014-present.
- Faculty Advisor: Miami University Professional Writing Club, 2013-2016.
- Faculty Advisor: Miami University Esports Club, 2016-Present.
- Faculty Advisor: Miami University Esports Living Learning Community, 2016-present.
- Mentor for Teaching Assistant in English: Miami University, 2013.
- Member: Miami University Writing and Rhetoric committee, 2012-2016.
- Member: AIMS Games committee, 2013-present.
- Co-coordinator: Miami University 224 Assessment, 2017.
- Consultant: Miami Digital Writing Collaborative, 2012---2013.
- Elected Member: Miami University English Department Advisory Committee, 2012-2014.
- Proposal Reviewer: Computers & Writing Conference, 2011, 2013.
- Article Reviewer: Computers and Composition, 2014---present.
- Article Reviewer: Open Words, 2014---present.
- Consultant: Writing in Digital Environments lab, Michigan State University, 2007-2010.
- Organizational assistant: Feminisms and Rhetorics Conference, 2009.
- Assistant Coordinator: Miami University portfolio review program, 2007.
- Organizer and presenter: Digital Writing Collaborative Brownbag Series, 2007.
- Representative (elected): Miami University Graduate Assistants and Adjuncts Association executive committee, 2007.

## MEMBERSHIPS —

- Association of Internet Researchers
- Committee on Computers and Composition in the Conference on College Composition and Communication



- Computers & Writing Race Caucus
- Computers & Writing Social Justice Caucus
- Conference on College Composition and Communication
- Conference on College Composition and Communication Race and Technology SIG
- Conference on College Composition and Communication Indigenous Rhetorics Caucus
- Higher Education and Video Games Association
- North American College Esports Association
- Modern Language Association
- National Council for Teachers of English
- Ohio Game Developers Conference
- TESPA
- Wordcraft Circle

## **REFERENCES AVAILABLE BY REQUEST**