

**Jennifer Falcón**

Department of English

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**Education**

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**Ph.D.,** Rhetoric and Composition  
**Present**

**2014 -**

University of Texas at El Paso  
El Paso, Texas

**Dissertation:** Rethinking Multimodality in First-Year Composition: Applying Theories of Digital Rhetoric, Procedural Rhetoric and Electracy to Multimodal Assignments

**Committee:** Beth Brunk-Chavez (chair), Gustav Verhulsdonck, William Robertson

**M.F.A,** Creative Writing  
University of Texas at El Paso  
El Paso, Texas

**2013**

**B.A.,** English  
The Ohio State University  
Columbus, Ohio

**2008**

**Research Interests**

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Multimodal composition, digital rhetoric, digital literacies, visual rhetoric, composition studies, professional writing, and technical communication.

**Teaching**

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**Assistant Instructor**  
**Present**

**2014 -**

University of Texas at El Paso

Courses Taught:

Rhetoric and Writing Studies 3355: Workplace Writing (f2f and online)

Rhetoric and Writing Studies 1302: Rhetoric and Composition II (hybrid)

**Teaching Assistant**

**2011 – 2014**

University of Texas at El Paso

Courses Taught:

Rhetoric and Writing Studies 1302: Rhetoric and Composition II (hybrid)

Rhetoric and Writing Studies 1301: Rhetoric and Composition I

## University Writing Center Experience

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**University Writing Center Consultant**  
University of Texas at El Paso

**2011 - 2012**

## Publications

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(Under review) Villa, J., Falcon, J., and Aravelo, M. Cultural Technique and Digital Content management. In Baca, I. Del Hierro, V., and Gonzales, L. (Eds.), *Community Action for Social Change: A Digital Archive*. Anderson, SC: Parlor Press.

## Conference Presentations

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"Teaching Composition at a Hispanic Serving Institution: Linking Linguistic Practices to Multimodal Writing" *Conference on College Composition and Communication Midwest Summer Conference*, Clermont, Ohio, June 9, 2017

"Social Media/Microblogging: Identity in Digital Spaces" (with Jasmine Villa, Sarah Bartlett Large) *Cultural Rhetorics*, East Lansing, Michigan, October 3, 2016

"Blurring the Lines of Theory and Application: Building Digital Rhetoric and Digital Literacies in the Composition Classroom." *South Central Modern Language Association*, Dallas, Texas November 3, 2016

"The Digital Self-Reflection: Metacognitive Practices through Multimodality." *South Central Modern Language Association*, Nashville, Tennessee, November 3, 2015

"Continuing the Conversation: Empowering Students through Self-Reflective Multimodal Assignments." (with Jasmine Villa) *WIDE-EMU '15*, East Lansing, Michigan, October 10, 2015

## Poster Presentations

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"Cultivating Wonder through Multiliteracies: Using digital multimodal assignments to

enhance student engagement" (with Jasmine Villa) Poster Session at Computers and Writing Conference, Findlay, Ohio, June 3, 2017

"Using digital multimodal assignments to enhance student agency." (with Jasmine Villa) Digital Praxis Poster Session at Conference on College Composition and Communication, Portland, Oregon, March 16, 2017

### Invited Talks

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"UTEP Teaching Assistant Success Panel" Invited to talk for UTEP Graduate School Orientation, El Paso, Texas, August 23, 2017

### Service

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<b>Assistant Director Present</b> Rhetoric and Writing Studies-Undergraduate Program University of Texas at El Paso	<b>2017 -</b>
<b>Assistant Director</b> Rhetoric and Writing Studies Graduate Program University of Texas at El Paso	<b>2015 - 2017</b>
<b>Stage 1 Reviewer, CCCC 2018</b>	<b>2017</b>
<b>Symposium Chair</b> Frontera Retórica	<b>2016 - 2017</b>
<b>Secretary</b> Frontera Retórica	<b>2015 - 2016</b>
<b>Review Committee for The Best of Rhetoric and Composition</b> Review content and submit report for edited collection with Dr. Isabel Baca and a group of PhD students	<b>2015</b>

### Honors and Awards

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Rhetoric and Writing Studies Nuestra Gente Award English Department University of Texas at El Paso	\$750	<b>2017</b>
Student Government Travel Grant University of Texas at El Paso	\$578	<b>2017</b>

Liberal Arts Dodson Travel Grant University of Texas at El Paso	\$500	<b>2017</b>
Baker-Hernandez Travel Grant University of Texas at El Paso	\$430	<b>2017</b>
Baker-Hernandez Travel Grant University of Texas at El Paso	\$692	<b>2016</b>
Liberal Arts Dodson Travel Grant University of Texas at El Paso	\$200	<b>2016</b>
Baker-Hernandez Travel Grant University of Texas at El Paso	\$1200	<b>2015</b>
Baker-Hernandez Travel Grant University of Texas at El Paso	\$990	<b>2015</b>
Liberal Arts Dodson Travel Grant University of Texas at El Paso	\$500	<b>2015</b>

### **Affiliations**

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National Council of Teachers of English	<b>2017 -Present</b>
South Central Modern Language Association	<b>2015 -Present</b>
Society of Technical Communication University of Texas at El Paso Chapter	<b>2015 -Present</b>
Frontera Retorica University of Texas at El Paso chapter of Rhetoric Society of America	<b>2014 -Present</b>

### **REFERENCES**

Dr. Beth Brunk-Chavez	<a href="mailto:blbrunk@utep.edu">blbrunk@utep.edu</a>
Dr. Lucia Dura	<a href="mailto:ldura@utep.edu">ldura@utep.edu</a>
Dr. Kate Mangelsdorf	<a href="mailto:kmangels@utep.edu">kmangels@utep.edu</a>