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Education

Ph.D., Rhetoric and Scientific and Technical Communication, Minor in Feminist Studies, University of Minnesota (June 2002)

Dissertation: "U.S. Breastfeeding Education and Promotion, 1970-2000: A Feminist Rhetorical Analysis" (Committee: Mary Lay, Laura Gurak, Karlyn Kohrs Campbell, Art Walzer)

M.A., English, outside emphasis in computer science, University of South Dakota, 1996

B.S., Linguistics, Minor in French, Georgetown University, May 1990

Publications

Book

Breast or Bottle: Contemporary Controversies in Infant-Feeding Policy and Practice. Forthcoming, May 2013. University of South Carolina Press, Series in Rhetoric/Communication.

Articles

Amy Koerber, Amanda Booher, and Rebecca Rickly. "The Concept of Choice as Phallusy: A Few Reasons Why We Could Not Agree More." *Present Tense: A Journal of Rhetoric in Society* 2.2 (Fall 2012).

<http://www.presenttensejournal.org/volume-2/the-concept-of-choice-as-phallusy-a-few-reasons-why-we-could-not-agree-more/>

Amy Koerber, Linda Brice, and Elizabeth Tombs. "Breastfeeding and Problematic Integration: Results of a Focus-Group Study." *Health Communication* 27.2 (February 2012): 124-144.

Susan L. Popham, Lora Arduser, Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott A. Mogull, and Pavel Zemliansky. "Evaluating the Effectiveness of a Network of Communication Channels: Lessons Learned from a Communication Survey in Technical Communication Programs." *Programmatic Perspectives* 4.1 (Spring 2012).

Ryan S. Hoover and Amy Koerber, "Using NVivo to Answer the Challenges of Qualitative Research in Professional Communication: Benefits and Best Practices." *IEEE Transactions on Professional Communication* 54.1 (March 2011): 68-82.

- Brian Still and Amy Koerber, "Listening to Students: A Usability Evaluation of Instructor Commentary." *Journal of Business and Technical Communication* 24.2 (April 2010): 206-233.
- Amy Koerber and Lonie McMichael, "Qualitative Sampling Methods: A Primer for Technical Communicators." *Journal of Business and Technical Communication* 22.4 (October 2008): 454-473.
- Amy Koerber, E. Jonathan Arnett, and Tamra Cumbie, "Distortion and the Politics of Pain Relief: A Habermasian Analysis of Medicine in the Media." *Journal of Business and Technical Communication* 22.3 (July 2008): 364-391.
- "From 'Wives' Tales and Folklore' to Scientific Fact: Rhetorics of Breastfeeding and Immunity, 1950-1997." *Journal of Medical Humanities* 27.3 (Fall 2006): 151-66.
- "Rhetorical Agency, Resistance, and the Disciplinary Rhetorics of Breastfeeding." *Technical Communication Quarterly* 15.1 (January 2006): 87-101.
- "'You Just Don't See Enough Normal': Critical Perspectives on Infant-Feeding Discourse and Practice." *Journal of Business and Technical Communication* 19.3 (July 2005): 304-27.
- "Postmodernism, Resistance, and Cyberspace: Making Rhetorical Spaces for Feminist Mothers on the Web." *Women's Studies in Communication* 24.2 (Fall 2001): 218-40.
- "Toward a Feminist Rhetoric of Technology." *Journal of Business and Technical Communication* 14.1 (January 2000): 58-73.

Book Chapters

- "Diversity and the Flexible Subject in the Language of Spousal/Partner Hiring Policies." A chapter in *Feminist Rhetorical Resilience*. Elizabeth Flynn, Patricia Sotirin, and Ann Brady, eds. Utah State University Press, 2012.
- Amy Koerber and Mary M. Lay. "Understanding Women's Concerns in the International Setting Through the Lens of Science and Technology." Invited chapter in *Encompassing Gender: Integrating International Studies and Women's Studies*. New York: Feminist Press, 2002.
- "Regulating, Regularizing, and Remaking Peer Review in Online Medical Journals." Accepted for future publication in *Moving Genre Theory Online: The Emergence of Online Health Publication*. Lisa Meloncon, Ed.

Editorial

- Editor, *Technical Communication Quarterly*, 2008-2013.
- Special Issue of *Technical Communication Quarterly*: Online Health Communication. *Technical Communication Quarterly* 17.3 (July 2008). (Co-edited with Brian Still).

Funded Research

- QSR International. NVivo Teaching Grant (2010-11), \$5,000.
- Texas Tech University Research Enrichment Fund. Supporting and Promoting Breastfeeding in West Texas: A Focus-Group Study (2008-09), \$28,450.

Texas Tech University Health Sciences Center School of Nursing Seed Grant.
Supporting and Promoting Breastfeeding in West Texas: A Focus-Group Study (2008), \$1795. (Principal Investigator: Linda Brice, Co-investigators: Elizabeth Tombs and Amy Koerber).

Texas Tech University Internal Grant for Research, Scholarship and Creative Activity in the Arts and Humanities. *Breast or Bottle?: Rhetoric, Scientific Uncertainty, and Medical Policy in Contemporary Infant-Feeding Discourse* (2007-08), \$3000.

NIH seed grant offered by EXPORT Center for Rural Health, Texas Tech University Health Sciences Center. *Breastfeeding Support and Promotion in Rural West Texas: A Qualitative Study* (2006-07), \$10,000.

Texas Tech University College of Arts & Sciences Research Enhancement Fund.
Communicating U.S. Infant-Feeding Norms: Critical and Rhetorical Perspectives (2004-05), \$2200.

Invited Presentations

"Editors' Roundtable," Association of Teachers of Technical Writing conference. March 21, 2012. St. Louis MO.

Russell, D., Yancey, K., Koerber, A., Haas, C., Conference on College Composition and Communication, "Editor's Roundtable on Globalization and Publishing Writing Research," National Council of Teachers of English. April 9, 2011. Atlanta, GA.

"Publishing and Researching in Writing Studies: 21st-Century Trends." April 14, 2011. Kennesaw State University. (2011 Guest Speaker in Applied Writing for the KSU Master of Arts in Professional Writing Program.)

Koerber, A., Russell, D., Sides, C., Mackiewicz, J., "Publishers' Workshop," Association of Teachers of Technical Writing. April 6, 2011, Atlanta, GA.

"Publishing from the Editor's Perspective." November 17, 2010. Clemson University, Pearce Center for Professional Communication.

Employment

Assistant/Associate Professor, Texas Tech University, English Department (2002-present)

Teaching Assistant, University of Minnesota, Department of Rhetoric: 1996-2002

Teaching Assistant, Mayo Graduate School: Spring 2001

Teaching Assistant, University of South Dakota, Department of English: 1994-1996

Conference Presentations

"So you hear it from everywhere": Infant-feeding Rhetoric Goes Viral," Rhetoric Society of America. June 27, 2012, Philadelphia, PA.

Lora Arduser and Amy Koerber. "Rhetorics of Health and Place in the Making of a President," Association for the Rhetoric of Science and Technology pre-conference (Rhetoric Society of America). May 24, 2012, Philadelphia PA.

"Supporting and Promoting Breastfeeding in West Texas: Preliminary Results of a Focus Group Study." *Feminism(s)/Rhetoric(s)*. October 10, 2009, Lansing, MI.

- "Supporting and Promoting Breastfeeding in West Texas: Preliminary Results of a Focus Group Study." Texas Tech University Women's Studies Conference. April 3, 2009, Lubbock, TX.
- "Understanding Breastfeeding Practices in Lubbock, Texas." 5th Monday Research and Clinical Service Conference, Texas Tech University School of Nursing. March 30, 2009, Lubbock, TX.
- "Communities of health care and technical writing: Roundtable for teaching themes, techniques, and technologies." Association for Teachers of Technical Writing, Annual Conference. April 2, 2008, New Orleans, LA.
- "Breastfeeding Support and Promotion in Rural West Texas." Sixth Biennial Feminism(s) & Rhetoric(s) Conference. October, 2007, Little Rock, Arkansas.
- "Patient Agency in the Context of Birth and Breastfeeding." Conference on College Composition and Communication. March 22-25, 2007, in New York City, NY.
- Co-chair Gender & Technology session. SW/TX Pop Culture Association. February 15-18, 2007, in Albuquerque, NM.
- Bucking the System: Rhetorical Agency in the Context of Medicalized Childbirth, Feminism(s) & Rhetoric(s) Conference, 2005.
- "The Battle of the Breast: Reading the 21st-Century Breastfeeding Body." Conference on College Composition and Communication. March 24-27, 2004, in San Antonio, TX.
- "Too Much Information? Bodily Literacy in an Online World." Fourth Biennial Feminism(s) & Rhetoric(s) Conference. October 23-25, 2003, at Ohio State University.
- "*Kairos* in the History of Medical Discourse on Breastmilk and Immunity: Moving Beyond the Scientific-Progress Narrative." American Association for the Rhetoric of Science and Technology. (NCA Pre-conference). November 20, 2002, New Orleans.
- "Bodily Literacy: Medical Norms, Women's Bodies, and Breastfeeding." Conference on College Composition and Communication. March 16, 2001, in Denver, CO.
- "Situated Knowledges, Embodied Information: Haraway's Cyborg-Rhetoric in Feminist Technical Communication Research." Modern Language Association Convention. December 30, 2000, in Washington, DC.
- "Radicalizing Feminist Perspectives: The Relevance of Feminist Critiques of Science and Technology to Professional Communication Research." Modern Language Association Convention. December 27, 1999, in Chicago, IL.

Professional Service

- Editor, *Technical Communication Quarterly*. Sept. 1, 2008, to present.
- Program committee member, ATTW 2009 conference, ATTW 2010 conference.
- Article Reviewer, *Health Communication*
- Manuscript and Proposal Reviewer, University of Chicago Press
- Book Proposal Reviewer, Association of Teachers of Technical Writing Series in Technical and Professional Communication
- Mentor, AuthorAid, December 1, 2012, to present.