

# BRANDON C. BOATWRIGHT

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Department of Communication Studies  
Clemson University  
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## EDUCATION

2013      **M.A. Communication, Technology, & Society**  
Clemson University, Clemson, South Carolina  
Thesis: *Official and viral apologia: Participatory culture and the Penn State scandal*  
Chair: Dr. D. Travers Scott  
Committee: Dr. Joseph Mazer & Dr. Brenden Kendall

### ***Relevant Courses Taken***

COMM 800 – Communication Pedagogy  
COMM 801 – Communication Theory  
COMM 809 – Communication, Culture, and the Social Net  
COMM 810 – Quantitative Research Methods  
COMM 874 – Qualitative Research Methods  
COMM 874 – Qualitative Communication Theory  
COMM 891 – Thesis Research  
COMM 899 – Independent Study (Political Communication)

Cumulative GPA: 4.0/4.0

2010      **B.A. Communication Studies, *Cum Laude***  
Clemson University, Clemson, South Carolina

Cumulative GPA: 3.68/4.0

## SCHOLARSHIP

### ***Research Interests***

My primary interest area rests at the intersection of sports communication and rhetorical criticism. I maintain secondary research interests in image repair and apologia as pertaining to political, organizational, and celebrity contexts.

## ***Conference Papers***

Boatwright, B.C. (November, 2012). *The chosen one (by God?): On the archetypal construction of Tim Tebow*. Paper accepted to the Religious Communication Association (RCA) pre-conference to the 2012 annual conference of the National Communication Association (NCA), Orlando, FL.

Wolfe, D., & Boatwright, B.C. (November, 2012). *Chief Seattle's speech: Authenticity, mutation, and fragmentation*. Paper accepted to the 2012 annual conference of the National Communication Association (NCA), Orlando, FL.

## ***Conferences***

**Summer 2014**      Attended and presented at annual American Democracy Project / The Democracy Commitment national gathering  
Louisville, KY

**Spring 2013**      Attended and presented at Clemson University's annual Graduate Research and Discovery Symposium  
Clemson, SC

**Fall 2012**      Attended and presented at the National Communication Association Annual Conference  
Orlando, FL

**Fall 2011**      Attended the National Communication Association Annual Conference  
New Orleans, LA

## **TEACHING**

### ***Teaching Interests***

Public Speaking  
Communication Theory  
Communication Research Methods  
Discourse, Criticism, and Rhetorical Studies  
Sports Communication  
Image Repair and Apologia  
Social and New Media

## ***Courses Taught***

### **Clemson University:**

#### *COMM 101: Communication Academic and Professional Development*

Guest Lecturer

Course Objective: To inform students of the basic principles and expectations underpinning the E-Portfolio program at Clemson University.

#### *COMM 150 L: Introduction to Human Communication Lab*

Course Objective: For students to develop an understanding of public speaking basics and to demonstrate a proficiency in speech delivery and argumentation.

#### *COMM 150: Introduction to Human Communication*

Instructor of Record

Course Objective: To develop a comprehensive understanding of basic human communication concepts and theories in order to apply them to actual relationships.

#### *COMM 201 L: Introduction to Communication Studies Lab*

Instructor of Record: Dr. Darren Linvill, Assistant Professor and Director of Basic Courses

Course Objective: To prepare students for academic writing, researching, and thinking within the context of the Communication Studies discipline.

#### *COMM 250: Public Speaking*

Instructor of Record

Course Objective: For students to actively participate in the role of public speaker through strenuous examination and application of traditional public address strategies and procedures.

#### *COMM 306: Discourse, Criticism, and Society*

Instructor of Record

Course Objective: To engage students in critical analysis of discourse, rhetoric, and language systems as they reflect pertinent

#### *COMM 326: Sports Media Criticism (online)*

Instructor of Record

Course Objective: Immerse students in the social context of sport by highlighting key issues as presented in the media. Specifically, this course was designed to develop students' analytic ability by critiquing sports stories related to gender, race, and nationalism.

#### *COMM 399: The News in New Media*

Instructor of Record

Course Objective: Creative inquiry designed to immerse students in the highly fluid context of news reporting in the contemporary social media environment. Specifically, students worked with software from Salesforce Radian6 to dissect the various online conversations around popular news stories.

## **SERVICE AND UNIVERSITY LEADERSHIP**

### Assistant Director, College of Arts, Architecture, and Humanities Social Media Listening Center

- Coordinate everyday operations of SMLC including access, tours, and media appearances
- Oversee the development of an undergraduate basic course tailored to the SMLC
- Championed the creation of an operating budget and pricing schedule for SMLC services
- Lead creative inquiry in the analysis of online conversations focused on popular news stories

### Department of Communication Studies Basic Courses Member

- Contribute to the ongoing success of basic courses within the department
- Support various committee initiatives by building awareness for programs

### National Educational Debate Association Tournament Judge

- Evaluate debate teams during national tournament
- Served as volunteer judge for final “crossfire” event

### Summer Reading Discussion Leader

- Introduce incoming freshmen to the university by hosting discussion of summer reading

### Clemson University Office of Development

- Apply *Will to Lead* campaign efforts to social media outlets directed at young alumni
- Creating and managing social media initiatives to foster online fundraising

### MA Graduate Student Mentor

- Assist incoming class of graduate students in various aspects of graduate studies
- Provide teaching resources for basic course instruction during training sessions

### Communications Lab Assistant

- Assist undergraduate public speaking students with speech preparation
- Provide instruction and feedback for outlines, visual aids, and delivery

### Clemson University Graduate Student Government Representative

- Attend bimonthly assembly meetings as representative from MACTS program
- Convey meeting notes and minutes to departmental members and colleagues

### Tiger SpeakOut Judge

- Judge annual public speaking competition at Clemson University
- Serve as volunteer on panel of three judges assessing five speeches in competition

## **PROFESSIONAL AFFILIATIONS**

- National Communication Association (NCA)
- Religious Communication Association (RCA)
- The Honor Society of Phi Kappa Phi

## **AWARDS AND ACHIEVEMENTS**

- Department of Communication Studies Outstanding Graduate Student Award (2013)
- NCA Student Membership Voucher (2012) Department Membership Award
- Best Feature Story Award (2010) South Carolina Press Association

## **MEDIA APPEARANCES**

- WSPA Spartanburg, SC (CBS affiliate) unfolding coverage of Hurricane Arthur, 3 July 2014
- WSPA Spartanburg, SC (CBS affiliate) provided professional insight into online discussions of the 2014 SC primary elections, 10 June 2014
- WSPA Spartanburg, SC (CBS affiliate) special coverage of the unfolding territorial crisis in Ukraine, 3 March 2014
- WHNS Greenville, SC (FOX affiliate) presentation of Clemson University's new social media listening center, 26 September 2013.
- WSPA Spartanburg, SC (CBS affiliate) Super Bowl coverage, 3 February 2013. Student panel respondent on live webcast during Super Bowl.
- WSPA Spartanburg, SC (CBS affiliate) election night coverage, 6 November 2012. Student panel respondent on live webcast during presidential election results.

## **RELEVANT PROFESSIONAL EXPERIENCE**

### **Columbia Museum of Art, Columbia, SC**

**Winter 2012 – Fall 2012**

#### *Social Media Intern*

- Tripled weekly social media outreach over the course of four months
- Developed and implemented social business strategy
- Integrated social media outlets into overall marketing campaign

### **Atlantic Coast Conference, Greensboro, NC**

**Fall 2010**

#### *Blogger*

- Blogged about Wake Forest football program during 2010 season
- Wrote previews, recaps, and feature stories to be posted on nationally recognized blog
- Developed and maintained applicable social media to increase blog exposure

**Clemson University Athletic Department, Clemson, SC**

**Fall 2010**

*Liaison/Student Coordinator*

- Performed communications audit of CU Athletic Department
- Managed four subcommittees of students in senior seminar class
- Integrated efforts with departmental officials and subcommittees
- Compiled final analysis for presentation to Athletic Department

**The Tiger Newspaper, Clemson University, Clemson SC**

**Fall 2007 –2010**

*Writer/Sports Editor*

- Assigned eight weekly articles to writers for the Sports section of *The Tiger*
- Managed a junior staff of 10-15 writers
- Wrote and edited columns, features, and other stories for sports and news sections
- Reliably filled 5-6 pages of content on a weekly basis

**The Greenville Drive, Greenville, SC**

**Summer 2009**

*Media Relations Intern*

- Wrote three feature stories for monthly programs
- Assisted with pregame and postgame promotional activities
- Monitored play-by-play for Minor League Baseball during games