

## TROY B. COOPER

Curriculum Vitae

(859) 257-9589  
[troy.cooper@uky.edu](mailto:troy.cooper@uky.edu)

320 Lucille Little Library Bldg.  
Lexington, KY 40506

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### Education

- Ph.D.                      University of Illinois, Urbana Champaign, 2014  
Research Areas: rhetoric; visual culture; consumerism
- Dissertation: “You Can Fool Some of the People Some of the Time”:  
Perspective by Incongruity in *Ballyboo* Magazine, 1931-1932
- Advisor: Cara A. Finnegan  
Committee: Kent A. Ono, John M. Murphy, Inger L. Stole
- M.A.                      University of Illinois, Urbana-Champaign, 2006  
Dept. of Communication  
Advisor: Cara A. Finnegan
- B.S.                        Georgia Southern University (*magna cum laude*), 2004  
Dept. of Communication Arts  
Major: Speech Communication

### Academic Appointments

Assistant Professor and Director of Undergraduate Studies, School of Information Science,  
University of Kentucky, January 2018-present

Senior Lecturer, Instructional Communication and Research, School of Information Science,  
University of Kentucky: 2017

Lecturer, Instructional Communication and Research, School of Information Science, University of  
Kentucky: 2011-2016

Part-Time Instructor, Speech Communication, Parkland College: 2009-2011

Teaching Assistant, Department of Communication, University of Illinois, Urbana-Champaign:  
2004-2011

## **Courses Taught**

### *University of Kentucky*

CIS 110: Composition & Communication I  
CIS 111: Composition & Communication II  
CIS 112: Accelerated Composition & Communication  
CIS 300: Strategic Business & Professional Communication  
CIS 391 (Honors): Critical Analysis of Popular Culture  
HON 151: Critical Analysis of Popular Culture (Honors Humanities)  
ICT 200: Information Literacy and Critical Thinking  
Visual Communication, Confucius Institute, University of Kentucky (taught in Shanghai, China, 2013)

### *University of Illinois, Urbana-Champaign*

CMN 111: Oral & Written Communication I  
CMN 112: Oral & Written Communication II  
CMN 220: Communicating Public Policy  
CMN 323: Argumentation  
CMN 340: Visual Politics

### *Parkland College*

SPE 101: Introduction to Speech Communication

## **Current Service**

University of Kentucky Undergraduate Council, 2017-present

College of Communication & Information Retention/Undergraduate Affairs Committee. 2017-present

School of Information Science Curriculum Committee, 2017-present

First Year Transitions Faculty Learning Community, 2017-present

## **Past Service**

Wildcat Foundations, Roles & Purposes Committee, 2017

Course Coordinator, CIS 111: Composition & Communication II, Instructional Communication and Research, 2015-2017

Area Expert for Composition & Communication, UKCore Education Committee, 2015-2018

UKCore Assessment Evaluator, 2012, 2014

Judge for Kentucky High School Speech League State Tournaments, 2012-2016

Invited Presenter-Teaching and Assessing Speech (for WRD faculty training) 2013

Peer Mentor, Instructional Communication and Research 2012-2013

Academic Advisor, Department of Communication and Information Studies, 2011-2013

Undergraduate Curriculum Development Committee, Division of Instructional Communication, 2011-2013

Undergraduate Curriculum Assessment Committee, Division of Instructional Communication, 2011-2013

Assistant Course Director for CMN 111-112 (Oral and Written Communication 1 and II), 2010-2011

Peer Leader for CMN 111-112, 2007-2009.

Ad hoc reviewer for *Critical Studies in Media Communication*, 2010-present.

Ad hoc reviewer for *Journal of Communication Inquiry*. 2010-present.

Reviewer for the Visual Communication Division of the National Communication Association, 2010.

President, Rhetoric Society of America Student Chapter, University of Illinois, 2010.

Teaching Intern Supervisor (CMN 323, 220, and 111-112), 2009-2011

Research Assistant under Cara A. Finnegan for the "Lincoln's Rhetorical Worlds" lecture series, 2008-2009.

Manuscript reviewer for *Rocky Mountain Communication Review*, an online journal devoted to publishing graduate student work in communication studies. 2007-2009.

Co-organizer, "Midwest Winter Workshop," an annual mini-conference for graduate students in communication studies. 2007.

Vice President, University of Illinois Speech Communication Graduate Student Association, 2005-2006.

## **Awards/Honors**

E-Learning Innovation Initiative (eLII), Faculty Skill Development Grant Awardee (online track), \$4,000, 2016-2017

Professional Development Certificate, Instructional Communication and Research, University of Kentucky, 2016

Confucius Institute Summer Short-Term Teaching Program, University of Kentucky/Shanghai University, 2013

Excellence in Undergraduate Teaching for Teaching Assistants award. University of Illinois, 2010. *Campus-wide award for teaching excellence.*

LAS Dean's Award for Excellence in Undergraduate Teaching by a Graduate Teaching Assistant. College of Liberal Arts and Sciences, University of Illinois, 2010. *College-wide award for teaching excellence*

Marie Hochmuth Nichols Award. Dept. of Communication, University of Illinois, Urbana-Champaign. 2009. Awarded to the most outstanding veteran teaching assistant.

List of Instructors Rated as Excellent by their Students. A campus-wide honor awarded to instructors who rank within the top thirty percent of all instructors in student evaluations. Honored every semester eligible (12 total) \*6 times with distinction (top ten percent).

Graduate Teaching Certificate—awarded by the Center for Teaching Excellence at the University of Illinois, 2009.

## **Training/Professional Development**

Mental Health First Aid Training, University of Kentucky, 2018

Unconscious Bias Training, University of Kentucky, 2016

Active Shooter Training, University of Kentucky, 2016

Question. Persuade. Refer. (QPR) Suicide Prevention Training, University of Kentucky, 2016

## Publications

Oltmann, S.M., **Cooper, T.**, & Proferes, N. (2020). How Twitter's affordances empower dissent and information dissemination: An exploratory study of the rogue and alt government agency Twitter accounts. *Government Information Quarterly*, 37(3).

Frey, T. K., Tatum, N. T., & **Cooper, T. B.** (Accepted). Using the basic course to prepare digital natives for new role as reverse mentors. *The Basic Communication Course Annual*.

Kaufmann, R. & **Cooper, T.** (2020). Workshops, training sessions, and mentoring...oh, my!: Onboarding strategies based on ten years of experience. *Journal of Faculty Development*, 34(1), 53-58. Retrieve from: <https://www.ingentaconnect.com/content/magna/jfd;jsessionid=4260oapbe0tug.x-ic-live-01>

Cooper, Troy B. (2019). The Impromptu Rhetorical Situation. *Communication Teacher*.

Cooper, Troy B. (2009). "Appropriating Visual Form: The iPod 'Silhouette' Campaign as Representative Form." *Visual Communication Quarterly*, 16.2. 90-107.

Cooper, Troy B. (2010). "Ballyhoo" in *Encyclopedia of Social Movement Media*. Ed. John Downing. Sage Publications.

Cooper Troy B. (2008). Book Review: *Urban Nightmares: The Media, the Right, and the Moral Panic over the City*. By Steve Macek. *Rhetoric & Public Affairs*, 11.2. 342-344.

Pod-agogy: Using Podcasts as a Teaching and Learning Tool. Presented at the Pedagogicon Conference in Richmond, Kentucky, 2018

## Conference Presentations

"Leveling Learning Programs: Challenges and Opportunities" Presented at the Pedagogicon Austin, Texas, 2018.  
"Leveling the Playing Field: Cross-Collab, Kentucky, 2016.  
"Leveling the Playing Field: Cross-Collab, Kentucky, 2016." Presented at the National Communication Association Conference in Salt Lake City, UT, 2018.

"Smile Away the Depression: The Rhetoric of Incongruity in *Ballyhoo Magazine*." Presented at the Popular

"Teamwork Makes the Dream Work: Strategies for Teaching Online." Presented at the 2015 Sarah Kerckmar

"Consuming the War on Terror: America: The Gift Shop and the Ironic Rhetoric of Nostalgia." presented at the Rhetoric Society of America Conference in Minneapolis, Minnesota, 2010.

"*Ballyhoo Magazine, Parody, and the Visual Rhetoric of Early Twentieth Century Consumer Critique.*" presented at the National Communication Association Conference in Chicago, Illinois, 2009.

"*Carnavalesque as Comic Corrective: The Rhetorical Project of Reverend Billy and the Church of Stop Shopping.*" Presented at the National Communication Association Conference in San Diego, California. Featured in "New Voices in Critical/Cultural Studies" (Top Papers panel in division), 2008.

"*Michael Richards and the Dilemmas of 'Mediapology,'*" presented at the National Communication Association Conference in San Diego, California, 2008.

*“The Joy of Not Being Sold Anything: Banksy’s (Anti)Consumerism,”* presented at the National Communication Association Conference in San Diego, California, 2008.

*Tagging with Lasers: Graffiti Research Lab at the Museum of Modern Art,* presented in the roundtable “Genre, Fraud, and Danger,” at the English Articulation Conference, Urbana, Illinois, 2008.

*The Walking Billboard: Body Advertising as Visual Rhetoric,* presented at the National Communication Association Conference in Chicago, Illinois, 2007.

*The iPod Parodies: Sociopolitical Dissent Through Representative Form,* presented at the National Communication Association Conference in Chicago, Illinois, 2007.

*“Please Play This Song on the Radio”: Punk Rock, Community Radio, and the Struggle for Democratic Media,* presented at the Central States Communication Association Conference in Minneapolis, Minnesota, 2007.

*“10,000 Songs, 10,000 Dead”: Culture Jamming, Visual Argument, and the iRaq Campaign,* Presented at the Rhetoric Society of America Conference in Memphis, Tennessee, 2006.

*“A Tempest in a Teapot”: Emma Goldman’s Address to the Jury, 1917,* presented at the Hayward Conference on Rhetorical Criticism in Hayward, California, 2005.

*The Art of Responsible Advertising: A Metaphorical Analysis of Alcohol Print Advertisements and Their Caveats,* presented at the Southern States Communication Association’s Undergraduate Honors Conference in Tampa, Florida, 2004.

*The Activist Media Movement: Noam Chomsky’s Rhetoric on 9-11, the Media, and Foreign Policy,* presented at the SSCA’s Undergraduate Honors Conference in Birmingham, Alabama, 2003.

### **Research Awards/Honors**

Rhetoric Society of America Biennial Summer Institute—Competitively selected seminarian.  
“Visual Rhetoric,” led by Robert Hariman and John Louis Lucaites, 2009.

Featured in *New Voices in Critical/Cultural Studies*, considered the top graduate student paper panel at the National Communication Association conference, San Diego, California, 2008.

