

Dáithí [Dawh-Hee] (David) Aaron Rooney

Austin, TX | David_Rooney@utexas.edu. Website: daithirooney.github.io

Education

University of Texas at Austin, Moody College of Communication

PhD, Communication Studies (Rhetoric, Language and Political Communication),
expected May 2025.

Committee: Johanna Hartelius (chair), Diane Davis, Joshua Gunn, Stacey Sowards.

Baylor University, Department of Communication Studies, MA, 2020.

Cornell University, ILR School.

B.S. Industrial and Labor Relations, focus on Disability Studies & Employment, Labor
Law, and Rhetoric of the Labor Movement. 2018.

Minor in Law and Society from the Sage School of Philosophy, Cornell University, 2018.

Publications

*= graduate student co-author. ^= shared first authorship

^Rooney, David, ^S.M. Muller, and Cecilia Cerja* “Long Live the Liver King: right-wing carnivorousism and the digital dissemination of primal rhetoric,” *Frontiers in Communication* 9 (2024): 1338653. [Special Issue “Media, Racism, Speciesism: Issues and Solutions for Creaturely Racism in the Anthropocene” edited by Natalie Khazaal, Ellen Gorsevksi and Tobias Linné].

<https://www.frontiersin.org/articles/10.3389/fcomm.2024.1338653>.

Rooney, David and Muller, S.M. “Woke Sausages at the Cracker Barrel: Gastronomism and the Synecdochic Politics of Plant-Based Meat,” *Rhetoric & Public Affairs* (2023): 26(3) (Winter 2023 issue).

Rooney, David. “‘A Primordial Situation’: Metonymical Linkages in US Newspaper Coverage of Wet Markets.” *Environmental Communication* (2022): 16(6), 836-849; <https://doi.org/10.1080/17524032.2022.2125548>.

Rooney, David. “‘All Fishing is Wildlife Poaching’: Nonhuman Animal Imagery and Mutual Avowal in *Racing Extinction* and *Seaspiracy*.” *Journalism and Media* (2022): 3(2), 257-277; <https://doi.org/10.3390/journalmedia3020020>. [Special Issue, “Communication in Defense of Nonhuman Animals during an Extinction and Climate Crisis,” edited by Carrie P. Freeman and Núria Almiron.]

Chapters in Textbooks

Rooney, David, Tyler Welsh, Johnathan Henson, Millie A. Harrison, & Jessica Knapp. “Argumentation & Persuasive Claims” In *Professional Communication Skills*, edited by Nathaniel R. Repay, Millie A. Harrison, & John A. Daly. Toronto: Tophatmonocole Corp., 2023.

Rooney, David, Timothy Steffensmier, Jessica Knapp, & Jessica L. Ford. “Persuasive Presentations” In *Professional Communication Skills*, edited by Nathaniel R. Repay, Millie A. Harrison, & John A. Daly. Toronto: Tophatmonocole Corp., 2023.

Research in Progress

Rooney, David. TITLE OMITTED FOR PEER REVIEW. *Environmental Communication* (R&R return date August 2024).

Rooney, David. TITLE OMITTED FOR PEER REVIEW. *Rhetoric Society Quarterly* (R&R, return date August 2024).

S.M. Muller, **Rooney, David,** and Zane McNeil. TITLE OMITTED FOR PEER REVIEW. *Western Journal of Communication* (submitted July 2024).

Rooney, David, S.M Muller, and Cecilia Cerja. TITLE OMITTED FOR PEER REVIEW. (Book manuscript). *University of South Carolina Press* (submitted July 2024).

External Projects & Funding

Attitudes towards plant-based purchasing minimums
(October 2023-Jan 2024)

Mercy for Animals

- ~\$9,000 total funding
- Measures 1500 respondents (500 per area) in Eugene, LA County and Orange County on a hypothetical policy that would ensure a portion of local budgets concerning food are spent on plant-based alternatives.
- Collected and analyzed data, wrote short research report for legislators on benefits of such a legislation alongside a proposed bill. My report can be found [here](#).
- **This bill was passed into law in LA County on February 27th, 2024!**
 - The law requires that LA County:
 - 1) prioritize plant-based foods in food-purchasing (annual budget ~\$21m)
 - 2) track GHG emissions from their food purchasing.
 - Press release [here](#).
 - Text of legislation [here](#).

Environmental NGOs messaging
(April-October 2023)

Mercy for Animals

- ~\$2,000 funding
- Research project that measured attitudes of environmental NGOs towards messaging on animal agriculture reforms.
- Qualtrics mixed open/closed survey sent to 638 environmental organizations across USA with >10 staff, ~11% full completion rate (70), across 27 states.
- Produced white paper report for policymakers and organizers, multimedia interview—all can be found [here](#).
- Invited to discuss this report with researchers from Faunalytics in a public [livestream](#).

Public Writing

Rooney, David. “Moderate vs. Radical Messaging in NGOs,” *Faunalytics*.
<https://faunalytics.org/moderate-vs-radical-messaging-in-ngos/> July 5, 2024.

Rooney, David. “Understanding the Causes of Californian Mountain Lion Mortality”
Faunalytics <https://faunalytics.org/understanding-the-causes-of-californian-mountain-lion-mortality/> June 6, 2024.

Muller, S. Marek, and **Rooney, David.** “Plant-based meat alternatives are trying to exit the culture wars—an impossible task?” *The Conversation*
<https://theconversation.com/plant-based-meat-alternatives-are-trying-to-exit-the-culture-wars-an-impossible-task-229684>.
May 16, 2024.

Awards & Honors

2024

- UT-Austin University Continuing Graduate Fellowship 2024-2025 (\$52,000).
 - Nominated by department faculty and competitively selected across university-wide applicants. One year fellowship to write dissertation and book manuscript (submitted July 2024).
- Rhetoric Society of America’s Lauer Award \$300.
- Dr. Alice Virginia White Endowed Excellence Fund for Research on Animal Welfare (\$750).
- #SundaySpotlight from NCA’s Activism + Social Justice Division Grad Student Committee for my work with environmental advocacy organizations. Link [here](#).

2023

- Lead Article, *Rhetoric & Public Affairs* Winter 2023 issue (“Woke Sausages at the Cracker Barrel”).
- Top paper at IECA’s 2023 Conference on Communication and Environment.
- Top student paper (#2 overall) in Environmental Communication at 2023 NCA.
- Fall 2023 “Moody Shoutout” a program by UT’s Center for Advancing Teaching Excellence where students “shoutout” hardworking or excellent faculty/staff. Can be found [here](#).

2020

- Moody Graduate Fellowship & Provost Fellowship, University of Texas at Austin (2020-2024)
 - Funded as an assistant instructor or teaching assistant for four years of graduate study in the Communication Studies department at the University of Texas. \$45,136 per year.

Book Reviews

Rooney, David. Review of *Impersonating Animals: Rhetoric, Ecofeminism, and Animal Rights Law* by S. Marek Muller. *Environmental Communication Division blog*, December 22, 2021. <https://sites.google.com/view/ecdnca/blog>.

Rooney, David. Review of *Climate in Motion: Science, Empire, and the Problem of Scale* by Deborah R. Coen. *Not Even Past*, December 4, 2020.

<https://notevenpast.org/climate-in-motion-science-empire-and-the-problem-of-scale-by-deborah-r-coen-2018/>.

Rooney, David & Vilo, Felipe. Review of *Future Remains: A Cabinet of Curiosities for the Anthropocene* ed. Gregg Mitman, Marco Armiero and Robert S. Emmett. *Not Even Past*, May 11, 2021. <https://notevenpast.org/ihs-climate-in-context-future-remains-a-cabinet-of-curiosities-for-the-anthropocene-2018/>.

Conference Presentations

Muller, S.M and **David Rooney**. “Blood, Soil, and Tofu: Diagonalism and the Rhetorical Constitution of Alt-Right Veganism,” *Evolving Projects in Environmental Communication*, 110th National Communication Association Convention, 2024 (New Orleans).

Rooney, David. “An Inconvenient Truth: The Growing Rhetorical Salience of Far Right Environmentalism” Panel competitively selected for the *Environmental Communication*, division of the 110th National Communication Association Convention, 2024 (New Orleans).

Rooney, David. (2024, May) “‘Nobody died because this guy got a pig heart.’ Automotricity and criminality in the first pig-to-human heart transplant,” Rhetoric Society of America 21st Biennial Conference, 2024 (Denver, Colorado).

Rooney, David. (2023, November) “‘They want to kill our cows. That means you’re next.’ White Masculine Victimhood and the Green New Deal’s War on Hamburgers,” *Environmental Communication Division*, 109th National Communication Association Convention, 2023 (National Harbor, Maryland).

- **Top Student Paper in Environmental Communication (\$150)**
- **Environmental Communication Top Papers Panel (#2 paper)**

Rooney, David. (2023, November) “AI-Symbiosis and Animal Experiments: Neuralink’s reconfiguration of the Human,” *Cross Examination Debate Association Division*, 109th National Communication Association Convention, 2023 (National Harbor, Maryland).

Rooney, David and Muller, M.S. (2023, June 5-9) “Woke Sausages:” Reading the Gastronativist Backlash to Cracker Barrel’s plant-based change,” the 2023 Conference on Communication and Environment (COCE), (Harrisonburg, Virginia).

- **2023 COCE Top Paper award (all conference submissions).**

Rooney, David. (2022, November) “No Dogs Left Behind: Negotiating Animality in the Dog-Meat Trade,” *Critical and Cultural Studies Division*, 108th National Communication Association Convention, 2022 (New Orleans, Louisiana).

Rooney, David. (2022, November) “He died like a dog:” Trump, Conan the Dog and animal metaphor,” *Public Address Division*, 108th National Communication Association Convention, 2022 (New Orleans, Louisiana).

Rooney, David. (2022, November) “#NoBonesDay: Multi-species engagement and Animal Rendering in Pandemic Times,” TikTok on the Clock: An Investigation into Subject Formation on TikTok Panel, 108th National Communication Association Convention, 2022 (New Orleans, Louisiana).

Scott, Craig, Karen Schlag & **David Rooney.** (2022, May) “Naming the Unnamed: Technological and Other Understandings of Anonymity and Anonymous Communication,” 72nd Annual International Communication Association Conference, 2022 (Paris, France).

Rooney, David. (2020) “Pet Rhetoric: Yulin Dog Meat Festival and the Racial Economy of Animal Hospitality,” Rhetoric Society of America Biennial Conference, 2020 (Portland, Oregon) *Conference subsequently canceled due to COVID–19 pandemic.

Rooney, David. (2020) “‘Remember Your Humanity and Forget the Rest:’ Animal Metaphor in Nuclear War Discourse,” *Public Address Division*, 106th National Communication Association Convention, 2020 (Indianapolis, Indiana).

Rooney, David. (2020) “‘Killer-Animals:’ Understanding Trump’s Animalization of Immigrants,” *International and Intercultural Communication Division* 106th National Communication Association Convention, 2020 (Indianapolis, Indiana).

Rooney, David. (2020) “Animal Vanishing: Animetaphor and Climate Change in *Racing Extinction*,” *Visual Communication Division*, 106th National Communication Association Convention, 2020 (Indianapolis, Indiana).

Rooney, David. (2020) “Anthropoluosis in Nuclear Warfare: The Comfortable Vocabulary of Savagery and Animality,” Southern States Communication Association Convention, 2020 (Frisco, TX) *Conference subsequently canceled due to COVID–19 pandemic.

Rooney, David. (2020). “Disrupting Whiteness in Animal Rights Discourse: Tilikum v. SeaWorld and the Slavery Metaphor,” Southern States Communication Association Convention, 2020 (Frisco, TX) *Conference subsequently canceled due to COVID–19 pandemic.

Rooney, David. (February 2020). Criminal Animals: Trump, MS-13 and & ‘Bad immigrants,’ Camp Rhetoric 2020: Rhetorics of Citizenship hosted by Arnold-Ebbitt Interdisciplinary Rhetoricians at Pennsylvania State University, February 29-29, 2020 (State College, PA).

Rooney, David. (December 2017) “Animal Death as First Death: Multiplicity and Finitude in Derrida,” Derrida and Literature Conference for graduate students within English, Comparative Literature or French programs at Cornell University, December 2017. Sponsored by the Class of 1916 Chair, Dr. Johnathan Culler.

Teaching Experience

University

CMS 342K: Political Communication (UT-Austin) Fall 2023—Spring 2024

Instructor of Record

- Upper-division course of 40-50 upper-level students (juniors, seniors). Responsible for assigning readings, lecturing, assignment generation, exam writing, etc. The course has an Ethics Flag and a Writing Flag, and assignments consist of both long-form essays and two exams.
- Assisted by a graduate TA.
- **Fall 2023 Recipient of “Moody Shoutout”** a program by UT’s Center for Advancing Teaching Excellence where students “shoutout” hardworking or excellent faculty and staff. Can be found [here](#).
 - “Dr. Rooney is one of my favorite professors! Not only is he extremely knowledgeable, but he is passionate and inviting! He does his best to make sure each student truly understands and relates to the complex content. He goes as far as to provide 3 or 4 examples with efforts to cover all grounds and really spark student application and knowledge. Not only do I learn a tremendous amount each class period, but I leave feeling curious and with a new perspective. I am really grateful for Dr. Rooney, as he has equipped me with knowledge and tools that I will reflect upon my whole life. Thank you!”

CMS 306M: Professional Communication (UT-Austin) Fall 2022—Spring 2023

Instructor of Record

- Responsible for generating lectures, lecturing, assignment generation, exam writing, textbook generation, grading, etc.
- Normal student enrollment ~25 per section. 2 sections taught per semester. The course has an Ethics Flag, mostly consists of presentations and short essays.

CMS 342K: Political Communication (UT-Austin) Fall 2021—Spring 2022

Assistant Instructor

- Responsible for 100% of course grading and student correspondence, including weekly office hours and managing Canvas page and the gradebook.
- Normal student enrollment >50. The course has a Writing Flag and largely consists of long-form essays.

CMS 359T: How People Talk (UT-Austin) Spring 2021

Teaching Assistant

- Grading short-form and long-form essays and held office hours/student correspondence.
- Responsible for grading 75% of class assignments and attendance. The course had a Writing Flag.

CMS 338: Leadership Stories (University of Texas-Austin) Fall 2020

Teaching Assistant

- Grading and correspondence with students for an asynchronous course with an Ethics flag.
- Grading 10-20 short essays a week and 50 long-form essays over semester.

CMS CSS 1301/1302: Public Speaking (Baylor University) Sept 2018-May 2020

Teaching Assistant

- Teaching 5 sections to ~12 students a section (~60 total). Responsible for administering and grading all class assignments/exams, attendance for those

students. Included instruction to many ESL students (from 2018-2020, roughly 1/5 of students every semester).

- Experience with online teaching/grading (Spring 2020) with Canvas/PitchVantage as well as lectures (to ~200 students) in Spring of 2019 when instructor was ill.

Forensics

Wyoming Debate Union (University of Wyoming)

October 2020- May 2024

Coach

- Advising and coaching college debaters on topics related to US alliance commitments and defense pacts (2020), anti-trust and competition law (2021), vesting legal rights and duties in non-human entities (AI, animals, nature) (2022), as well as nuclear targeting and launch policy (2023-24).
- Includes both individual instruction, lectures and evidence-based research.

Jayhawk Debate Institute (University of Kansas)

June 2022/23

Instructor

- Lead a “lab”—class—of 20-30 high school students on debate strategy for a topic on fiscal redistribution: the pros and cons of Universal Basic Income, reforming Social Security, and a federal jobs guarantee.
- Included teaching argumentation basics and construction, research guidelines and scholarly citations, as well as personalized advice and skills training.

Glenn R. Capp Debate Forum (Baylor University)

July 2018-May 2020

Coach

- Coaching college debaters, including a team ranked #9 in the country and younger/novice debaters to regional championships. Frequent traveling and individual instruction.

Baylor Summer Debate workshop

July 2018/19

Instructor

- Instruction to high school debaters on debate strategy for a topic about reforming immigration policies. Included: teaching the format of argument construction, debate styles, how to produce files and research, giving lectures on history of critical thought, judging debates.

Gonzaga Debate Institute

July 2017

Instructor

- Teaching debate to high school students on the topic of education reform. Included: lesson planning, lectures to ~125, RA oversight.

Cornell Johannesburg and Dubai Partnership

June 2017

Instructor

- Teaching debate strategy and fundamentals to ~50 college students and running a parliamentary debate style tournament (SA)
- Teaching rhetorical advocacy and communication to ~25 young professionals (some MBA students, some working full-time) (UAE).

Cornell International Summer Debate Camp

July-August 2014/15/17

Counselor/Instructor

- Lectured and developed activities for ~60 high school students (mostly international, ESL). Judged debates, lectured, and developed student activities.

Other

Splash! At Cornell Organizer & Teacher

2014-2018

- Helped organize a program for hundreds of local low-income high school students to travel to Cornell to take classes on various subjects from Cornell professors and students (for free).
- Taught classes on a variety of topics, ranging from the concept of speciesism to the history of the American prison industrial complex to students and parents.

Invited/Guest Lectures

“Joining Forces: Collaborative Opportunities Between The Animal Protection And Environmental Movements.” Livestreamed discussion with researchers from Faunalytics on the possibility of collaboration between animal advocates and environmental advocates. [Link](#) to the event. Youtube [upload](#). April 2024.

“Navigating the Publication Process as a Doctoral Student.” In *Rhetoric of Expertise* (graduate seminar taught by Dr. Johanna Hartelius), Department of Communication Studies, University of Texas at Austin, February 2023.

Service & Other Activities

Writer

Faunalytics, 2024—

- Translating scientific findings on animal welfare and environmental policy for a broader audience.

Journal Reviewer

Environmental Communication, 2024.

Conference Submission Reviewer

Rhetoric Society of America, 2 divisions (Public Rhetoric, Rhetorical Criticism), 2023.

Southern States Communication Association, 2021

National Communication Association Conference, Environmental Communication Division, 2023, 2024.

Committee Member

UT-Austin Communication Graduate Student Community—Professional Development Committee, 2023-present.

- Organized research development workshop for graduate students (fall 2023).
- Organized CV workshop for graduate students (spring 2024).
- UT Communication Graduate Student Community was a 2023 [finalist](#) for Best Graduate Organization by the UT Dean of Students Swing Out Awards

Rhetoric & Public Affairs (Michigan State University Press)

2018-2020

Editorial Intern

- Copy-editing for works to be published in the journal. Included making edits on grammar/wording, checking reference authenticity and format/citation corrections.

Cornell Disability Studies Journal Senior Editor

2016-2018

- Editing papers submitted for publication, helped organize the publication of journal issues surrounding disability studies, legal discrimination, and literary analysis.