

Ashley M. Beardsley, Ph.D.

ashleybeardsley.com

a-beardsley@wiu.edu

📷 ✕ @am_beardsley

ACADEMIC POSITIONS

Assistant Professor of English

Fall 2022 – Present

Department of English, Western Illinois University

Director of the University Writing Center

Fall 2022 – Present

Department of English, Western Illinois University

Areas of Specialization: food rhetoric, digital rhetoric, feminist rhetoric, multimodal composition, community-engaged literacy, rhetorical criticism, technical writing and communication, publishing

EDUCATION

Ph.D. in Rhetoric and Writing Studies

2018 – 2022

Department of English
University of Oklahoma

Certificate in Publishing

Aug. 2014

Denver Publishing Institute
University of Denver

M.F.A. in Writing and Poetics, Poetry Concentration

2012 – 2014

Jack Kerouac School of Disembodied Poetics
Naropa University

B.A. in English and Theater

2008 – 2011

Department of English
Theater Program
St. Bonaventure University

BOOK

In Progress. *Simmering Rhetoric: Feminist Food Rhetoric Across Cooking Media* (4 of 6 chapters drafted).

PEER-REVIEWED ARTICLES & EDITED COLLECTIONS

“‘You have time and you should cook, *tonight*’”: Invisible Feminized Labor on *30-Minute Meals*.” Under review for publication in *Peitho*, December 2023.

“More than Dough(mestic) Nostalgia: Using Multisensory Media Traces for Research and Teaching.” Under review for publication in *Composition Forum*, October 2023.

“Calling All Bakers, Chefs, Home Bakers & Cooks”: Digital Food Activism and Bake Sales as Social Activist Rhetoric. Solicited and under review for *Practicing Digital Activisms*, edited by Anie Partin Patterson, Codi Renee Blackmon, Nicole Allen, Erin Clark, Michelle Eble, and Will Banks, August 2023.

“Using Recipes for Place-Based Research and Writing.” *Writing Spaces*, September 2022, writingspaces.org/wp-content/uploads/2022/08/beardsley-aaa-contribution.pdf.

“‘You Are a Bright Light in These Crazy Times’: The Rhetorical Strategies of #BakeClub that Counter Pandemic Isolation and Systemic Racism.” *Popular Culture Studies Journal*, vol. 10, no. 1, 13 April 2022. www.mpcaaca.org/files/ugd/5a6d69_8ca0bac191be423ab8d0de12b9917161.pdf?index=true.

REVIEWS

“*Making Matters: Craft, Ethics, and New Materialist Rhetorics* by Leigh Gruwell.” *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, Aug. 2023. kairos.technorhetoric.net/28.1/reviews/beardsley/index.html

BLOGS & MULTIMEDIA

“Episode 78: Ashley M. Beardsley (Emerging Scholar Series).” *The Big Rhetorical Podcast*, hosted by Charles Woods. 4 Oct. 2021, anchor.fm/the-big-rhetorical/episodes/Episode-78-Ashley-M--Beardsley-Emerging-Scholar-Series-e189s1j/a-a6kv8ma.

“Episode 11: Ashley Beardsley.” *Tell Me More! A Podcast Amplifying the Work of Graduate Students*, hosted by Wilfredo Flores. 24 Sept. 2021, www.tellmemorepod.com/episodes/episode-11-ashley-beardsley.

“Session G-8: Multimodal Composing Practices.” 2021 CCCC Reviews. *Digital Rhetoric Collaborative*, 30 April 2021, www.digitalrhetoriccollaborative.org/2021/04/30/session-g-8-multimodal-composing-practices/.

WORKSHOPS & INVITED TALKS

Get WRIT Live! Writing and the Five Senses: Food! Invited Speaker. York University. Toronto, Ontario. Livestream 9 Nov. 2022.

A talk on food rhetorics, methods, methodologies, and current research projects. Invited Speaker. ENG 6038: Cultural Rhetorics. Boston College. Newton, MA. Online. 9 Sept. 2022.

“Best Practices for Online Sections of Technical Writing at the University of Oklahoma.” Invited Speaker. English 5133: Teaching Technical Writing. University of Oklahoma. Norman, OK. 14 Feb. 2022.

“Do I Need to Use QDA Software?: Suggestions for Qualitative Data Analysis of Instagram Posts.” Invited Speaker. English Composition 6428: Digital English – Rhetoric and Social Media. University of Florida. Gainesville, FL. Online. 2 Nov. 2021.

“Evoking Identity(ies) & Memories Through Food.” Workshop. collective.aporia. Online. July 2021.

“‘Recipes Have a Long History of Being Participatory’: How Rhetorical History and Theory Inspired More Than a Seminar Paper.” Invited Speaker. English 5433: 18th and 19th Century Rhetorical History and Theory. University of Oklahoma. Norman, OK. 4 March 2021.

“‘Food Is Such a Great Connector’: How Food Is Used to Evoke Memory.” Invited Speaker. English 3143: Memory Studies. University of Oklahoma. Norman, OK. 23 Nov. 2020.

CONFERENCES

“Whose Past Are We Protecting? Interrogating the Junior League of Denver’s Community Cookbooks as Memory Texts.” Feminisms and Rhetorics Conference. Atlanta, GA. September 2023.

Handcrafted Rhetorics Workshop Co-Facilitator: DIY and the Public Power of Made Things. **Ashley M. Beardsley**, Megan Heise, Noël Ingram, Danielle Koupf, Jason Luther, Kristin Prins, Kristin Ravel, Kristin Wheaton, and Patrick Williams. Conference on College Composition and Communication. Chicago, IL. February 2023.

“Together in the (re)Making: Rethinking Key Terms and Practices through a Food Lens.” Jody Shipka, **Ashley M. Beardsley**, and Erica Leigh. Conference on College Composition and Communication. Chicago, IL. February 2023.

“Food and Radio: Women’s Culinary Ethos on *The Splendid Table*.” Rhetoric Society of America 20th Biennial Conference. Baltimore, MD. May 2022.

“‘Calling All Bakers, Chefs, Home Bakers & Cooks’: #BakersAgainstRacism and Baking As Digital Social Activist Rhetoric.” Computers & Writing. Greenville, NC. May 2022.

“Creative Rhetorics: A Roundtable Discussion with Sergio Figueiredo, J. Logan Smilges, Madison Jones, Krystin Gollihue, Jessica Lynn Campbell, Melissa T. Yang, and **Ashley M. Beardsley**.” Rhetoric Society of America 20th Biennial Conference. Baltimore, MD. May 2022.

Handcrafted Rhetorics Special Interest Group Co-Organizer. Conference on College Composition and Communication. Online. 15 April 2022.

“‘Teach Me Something’: How #BakeClub uses Food and Instagram to Create Inclusive Spaces.” Conference on College Composition and Communication. Online. March 2022.

“Helping ‘Us See the Power of a Bakedgood’: The Feminist Food Literacies of Instagram’s #BakeClub.” Conference on Community Writing. Washington D.C./Online. October 2021.

Food Literacies and Food Justice Panel Chair. Conference on Community Writing. Washington D.C./Online. October 2021.

“#BakeClub: The Gendered Role of Food as Creative Expression on Instagram.” International Conference on Food Studies: Culinary Evolutions. Organized by the London Centre for Interdisciplinary Research. Online. August 2021.

“From Lydia Maria Child to Tamar Adler: The Virtue of Frugality in Cookbooks.” Conference on College Composition and Communication. Spokane, WA. March 2021.*

“Tuesdays with Dorie: Baking Literacy in a Digital Kitchen.” Computers & Writing. Greenville, NC. May 2020.**

“Frugality and Domestic Technology: Cooking as Targeted Advertising in Nineteenth-Century Stove Catalogs.” Rhetoric Society of America 19th Biennial Conference. Portland, OR. May 2020.**

“Community Cookbooks Gone Corporate: Building Betty Crocker’s Network.” Rhetoric Society of America 19th Biennial Conference. Portland, OR. May 2020.**

“Frugality and Domestic Technology: Lydia Maria Child’s Virtue of Taste as Used in Nineteenth-Century Advertising.” Conference on College Composition and Communication. Milwaukee, WI. March 2020.**

“How Do We Document the (Un)Healthy Body?: A Documentary Poetics Project Combing Prose Poetry with Research on the Use and Understanding of Medical Language by Non-Experts.” Naropa Summer Writing Program. Boulder, CO. June 2014.

* Because the 2021 conference switched to a virtual format, some sessions were cut from the program. This presentation was not able to be included in the online conference.

** Denotes conferences that were canceled in 2020 due to COVID-19.

DEPARTMENT & PROFESSIONAL SERVICE

7C Ad Hoc Committee on AI	Spring 2024
Faculty Success Program Mentor	August 2023 – May 2024
Reviewer, The Big Rhetorical Podcast Emerging Scholar Award	June 2023
Reviewer, Kairos Awards 2023: Best Webtext Award	May 2023
Reviewer, 2023 Feminisms and Rhetorics Conference Proposals	May 2023
Acting Faculty Advisor, <i>Elements</i> , Western Illinois University	Spring 2023
Associate Editor, <i>Kairos</i>	2021 – Present
Assistant Director of Technical Writing and Communication, OU	2020 – 2022
Assistant Editor, <i>Kairos</i>	2020 – 2021

Co-President, Student Association of Graduates in English (SAGE), OU	2019 – 2021
Peer Mentor Program Co-Coordinator, SAGE, OU	2019 – 2021
Guest Editor, <i>Morning/Mourning</i> , Le Petit Press	2017 – 2018
English Intervention Team Member, CCA	2016 – 2018
Business Development & Marketing Associate, Art Restart	2016 – 2017
Academic Learning Center Writing Tutor, CCA	Spring 2016
Proofreader, Sports Authority	2015 – 2016
College Marketing Intern, Paradigm Publishers	2014 – 2015
Summer Writing Program Assistant to Anne Waldman, Artistic Dir., Naropa	Summer 2014
Editor, <i>Thwarp Shorts</i> , The Semicolon Collaborative, Naropa	Spring 2014
Editor, <i>The Riddles We Talked In</i> , The Semicolon Collaborative, Naropa	Fall 2013
Summer Writing Program Student Activities Coordinator, Naropa	Summer 2013

DIRECTED PROJECTS

Jamariah White

- Department of English Social Media & Marketing Internship. Western Illinois University. Spring 2024.
- In-Course Honors Project. ENG 381: Technical Communication. Western Illinois University. Spring 2023.

Logan Volkert. Exit Option Director: Video Games as Cultural Artifacts. Western Illinois University. Fall 2023 – Spring 2024.

Mark Brown. Thesis Committee Member. Western Illinois University. Fall 2023 – Spring 2024.

Kirsten Lippold. Exit Option Committee Member. Western Illinois University. Fall 2023 – Spring 2024.

Emma Gilliland. *Elements* Managing Editor. Western Illinois University. Spring 2023.

Grace Wright

- English Honors Thesis: Literacy and Popular Culture. Western Illinois University. Fall 2023 – Spring 2024.
- Independent Study: Literacy and Popular Culture. Western Illinois University. Spring 2023.

Misty Cook. Honors English Project. “Young, Scared, and Making Decisions.” Community College of Aurora. Fall 2016.

TEACHING

Western Illinois University

2022 – Present

English 481G: Topics in Writing – Rhetorical Criticism

Contemporary rhetorical criticism involves understanding how to apply various rhetorical lenses to analyze an object, text, everyday practice, space/place, or

architectural structure. The class operates using a workshop-style format where students receive weekly feedback on short exploration papers. We read recent scholarship on protest rhetoric, digital activism, feminist rhetoric, and more to understand rhetorical lenses. Students choose a topic early in the semester and curate a portfolio to learn and build skills as rhetoricians.

Semester Taught & Modality: Spring 2024 (In Person)

English 388: Writing for the Web – Foodways Research

Students learn basic HTML, build websites, and create food-themed digital texts that are accessible and engage readers through content and visuals. This course considers what it means to write in a digital environment by using and analyzing collaborative online platforms and considering topics including social media, blogging, privacy, writing with artificial intelligence (AI), and honing the skills needed to analyze and create content for a specific audience.

Semester Taught & Modality: Fall 2023 (In Person)

English 100: Introduction to Writing

In this class, students are a community of learners, working to grow their writing and reading skills and craft an academic identity. The reading and writing activities work to prepare them for the tasks they'll be assigned throughout their time at WIU and beyond.

Semester Taught & Modality: Fall 2023 (In Person)

English 381: Technical Communication

From project proposals to social media campaigns, technical communicators are responsible for writing documents that distribute information to the general public. Students learn how digital platforms play an essential role in technical communication. The course uses *Monstrous Youth: Transgressing the Boundaries of Childhood in the United States* by Sara Austin, the 2023 Magliocco Lecturer. Students apply Austin's work to a topic of their choice for a semester-long project that includes a formal proposal, progress memo, analysis report, and social media campaign to critically examine popular culture's impact on communication.

Semester Taught & Modality: Spring 2023 (Online)

English 380: Introduction to Professional Writing

Whether students intend to be a professional writer, or they're trying to improve their communication skills, English 380 provides a way of thinking about writing that will effectively facilitate entry into the professional world. Students learn to analyze and produce genres commonly used in the workplace (including but not limited to emails, reports, flyers, and query letters), taking a user-centered design approach to writing and understanding audiences.

Semesters Taught & Modality: Fall 2022 (Online)

English 589: Issues in Writing – Food Rhetorics

From how cookbooks memorialize communities, to feminist food movements, to cooking on social media, students focus on the various approaches rhetoric and writing studies scholars take to study food, including ethnography, rhetorical analysis, content analysis, new materialism, and media studies. Each week focuses on a different theme and its broader connections to the field. Students explore food rhetorics from different angles, apply multiple methods to write a research paper, and craft a presentation that contributes to our understanding of food rhetorics.

Semesters Taught & Modality: Fall 2022 (Hybrid)

Graduate Teaching Assistant, University of Oklahoma

2018 – 2022

English 3153: Technical Writing

Taking a user-centered approach, students learn to analyze and produce technical documents designed for the workplace, various academic and funding institutions, and social media. Specific to my sections, students take a community-centered approach to understand food insecurity in Oklahoma as they work to research and propose solutions in their grant applications.

Semesters Taught & Modality: Summer 2020 (Online), Fall 2020 (Hybrid), Spring 2021 (Hybrid), Summer 2021 (Online), Fall 2021 (Online), Spring 2022 (Hybrid)

English 1213: Principles of Composition

Research skills, including using research databases and citing sources according to MLA, are used to understand an issue of public importance students choose at the beginning of the semester and explore throughout four projects. Applying stasis theory, students analyze the arguments circulating in public discourse about their chosen issue, working to understand how people are arguing before choosing the best approach to persuade an audience.

Semesters Taught: Spring 2019, Fall 2019, Spring 2020 (Moved online mid-semester)

English 1113: Principles of Composition

Through primary and secondary research methods, effective writing strategies, and formal speaking techniques, students use inquiry and writing to learn more about themselves, their communities, and the values and worldviews vital to both.

Semesters Taught: Fall 2018

Adjunct Teaching

2014 – 2018

Literature 205: Ethnic Literature, Community College of Aurora, Aurora, CO

Students develop a nuanced understanding of literature written by people of different ethnic, religious, racial, and cultural backgrounds. Unique to my section, students

read graphic novels by Native American, Black American, Asian American, Latinx American, and Arab American writers, emphasizing close reading and understanding of the cultural and literary elements of the texts.

Semesters Taught: Spring 2018

English 1020: Core Composition I, CU Succeeds, University of Colorado, Denver, CO
Teaching on-site at the charter school Summit Academy, students write three formal essays—personal narrative, rhetorical analysis, and argument—and use freewriting and blogs to track the writing process and work toward final essay drafts. Each essay emphasizes developing critical writing and research skills by viewing writing as a process.

Semesters Taught: Fall 2017 & Spring 2018

English 2030: Core Composition II, CU Succeeds, University of Colorado, Denver, CO
Students use primary and secondary source materials and conduct interviews to produce research-based essays and continue building what they learned about writing in English 1020. They record their writing and research processes on blogs to focus on how conducting research impacts their writing process.

Semesters Taught: Spring 2018

English 122: Composition II, Community College of Aurora, Aurora, CO
Students learn MLA, CMS, and APA formatting and compose a research paper using each style. Class time is devoted to writing exercises, discussion of readings and student writing, and workshop and research activities, emphasizing critical and logical thinking and reading, problem definition, research strategies, and writing analytical, evaluative, and argumentative compositions.

Semesters Taught: Spring 2017, Spring 2018

English 121: Composition I, Community College of Aurora, Aurora, CO and
Community College of Denver, Denver, CO
While the final draft is important, English 121 emphasizes that the process to the final draft is just as significant. As they draft, peer review, and revise each paper at least once, students develop the skills they need to move on to English 122 and beyond.

Semesters Taught: Spring 2015 – Fall 2017 (CCA), Fall 2017 (CCD)

CCR 094: College Composition and Reading, Community College of Aurora,
Aurora, CO and Community College of Denver, Denver, CO
094 is a studio course functioning as a workshop space to try out new writing techniques, ask questions about concepts and writing styles, and encourage students to learn to embrace where they are as writers and move forward, taking an asset-based approach to writing.

Semesters Taught: Spring 2015 – Fall 2017 (CCA), Fall 2017 (CCD)

Literature 115: Introduction to Literature, Community College of Aurora, Aurora, CO
Covering poetry, prose (fiction), and drama, students analyze the functions and purpose of literature and the major elements of writing for that genre to explore different themes, techniques, and structures.

Semesters Taught: Summer 2017

CCR 092: College Composition and Reading, Community College of Aurora, Aurora, CO

Students in this course work to learn new and purposeful ways to engage with reading, writing, and thinking. Through this engagement, they craft an academic identity that enables them to apply a growth mindset to their education. The course works to prepare students for the reading and writing tasks assigned in 100-level courses.

Semesters Taught: Fall 2016

Writing Seminar I, Naropa University, Boulder, CO

The course focuses on applying creative approaches to writing alongside critical thinking to show how engaged writers work creatively and academically simultaneously. Students draft and workshop one expository essay per week and revise drafts to include in a final portfolio of twenty to twenty-five pages.

Semesters Taught: Fall 2013 & Spring 2014 (Graduate Teaching Assistant), Fall 2014 (Adjunct)

AWARDS & HONORS

***Kairos* Graduate Student/NTT Award for Teaching 2021**

The teaching award is given to nominees who use computers and writing pedagogies in their classroom-based practice to take a student-centered approach to teaching.

Rader Dissertation Fellowship, OU Fall 2021

A fellowship awarded to Ph.D. candidates by the Department of English for a one-course reduction.

The Provost's Certificate of Distinction in Teaching, OU Fall 2019, Spring & Fall 2020

Honor recognizing graduate teaching assistants with student evaluations scoring in the top 10% across the university.

English 3153: Technical Writing (Fall 2020)

English 1213: Principles of English Composition (Spring 2020, Fall 2019)

Roy and Florena Hadsell Scholarship Recipient, OU 2019

Award of \$1000 for graduate student achievement in academic work and teaching.

Dr. Linda and Roger Bowman Award for Instructional Excellence Nominee, CCA 2017

Nominated by students at the Community College of Aurora for contributing to student success by taking a student-centered teaching approach.

PROFESSIONAL MEMBERSHIPS

Association of Teachers of Technical Writing

Coalition of Community Writers

Coalition of Feminist Scholars in the History of Rhetoric & Composition

Rhetoric Society of America

PROFESSIONALIZATION

Rhetoric Society of America Workshop Participant. Material Feminisms and the Rhetoricity of Work. Led by Sarah Hallenbeck and Michelle Smith. State College, PA. May 2023.

Research Network Forum Participant. "Constructing Regional Identity in Community Cookbooks: The Constitutive Rhetoric of the Junior League of Denver's Fundraising Texts." Led by Dr. Kundai Chirindo. Rhetoric Society of America 20th Biennial Conference. Baltimore, MD. May 2022.

Virtual Mentoring Table: Publishing Your Book. Featuring Dr. Cheryl Glenn. Coalition of Feminist Scholars in the History of Rhetoric and Composition. Online. 8 July 2021.

Virtual Mentoring Table: Writing the Dissertation. Featuring Dr. Cecilia Shelton. Coalition of Feminist Scholars in the History of Rhetoric and Composition. Online. 6 July 2021.

Kairos Road to Publication: Chat with an Editor. Paul Feigenbaum, co-editor of *Community Literacy Journal*. Online. 9 April 2021.