

# Zoltan P. Majdik

North Dakota State University  
Department of Communication  
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U.S.A.

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## Current position

2023-present Professor, Department of Communication, North Dakota State University

## Past positions

2014-2023 Associate Professor, North Dakota State University

2008-2014 Assistant Professor, North Dakota State University

2003-2008 Graduate Teaching/Research Assistant, University of Southern California

## Areas of specialization

Computational Rhetoric • Deep Learning & Large Language Models • Digital Humanities

## Education

2008 Ph.D. in Communication, Annenberg School for Communication and Journalism, University of Southern California

Dissertation: The Gene is out of the Bottle: The Communication of Genetic Complexity in Direct-to-Consumer Genetics

2006 M.A. in Communication, Annenberg School for Communication and Journalism, University of Southern California

2003 B.A. in Communication and in English, University of Southern California

## Publications & talks

### Peer-Reviewed Journal Articles

2022 Majdik, Zoltan P., and James Wynn. "Building Better Machine Learning Models for Rhetorical Analyses: The Use of Rhetorical Feature Sets for Training Artificial Neural Network Models" [in en]. *Technical Communication Quarterly* 32, no. 1 (2023): 63–78. <https://doi.org/10.1080/10572252.2022.2077452>

2022 Graham, S. Scott, et al. "Associations Between Aggregate NLP-Extracted Conflicts of Interest and Adverse Events By Drug Product." *Studies in Health Technology and Informatics* 290 (2022): 405–409. <https://doi.org/10.3233/SHTI220106>

2022 Graham, S. Scott, et al. "Evidence for stratified conflicts of interest in research contexts: A methodological review." *BMJ Open* 12 (2022): e063501. <https://doi.org/10.1136/bmjopen-2022-063501>

- 2022 Graham, S. Scott, et al. "A Content Analysis of Self-Reported Financial Relationships in Biomedical Research." *AJOB Empirical Bioethics* 14, no. 2 (2023): 91–98. <https://doi.org/10.1080/23294515.2022.2160509>
- 2021 Graham, S. Scott, et al. "A Dashboard for Exploring Clinical Trials Sponsorship and Potential Virtual Monopolies." *JAMIA Open* 4, no. 4 (2021): ooab089. <https://doi.org/https://doi.org/10.1093/jamiaopen/ooab089>
- 2020 Majdik, Zoltan P. "Five Considerations for Engaging With Big Data From a Rhetorical-Humanistic Perspective." *Poroi* 16, no. 1 (2021)
- 2020 Duchsherer, Amy, et al. "Immunized Against Science: Narrative Community Building Among Vaccine Refusing/Hesitant Parents" [in en]. *Public Understanding of Science* 29, no. 4 (2020): 419–435. <https://doi.org/10.1177/0963662520921537>
- 2020 Graham, S. Scott, et al. "Relationships Among Commercial Practices and Author Conflicts of Interest in Biomedical Publishing." *PLoS ONE* 15, no. 7 (2020). <https://doi.org/https://doi.org/10.1371/journal.pone.0236166>
- 2020 Graham, S. Scott, Zoltan P. Majdik, and Dave Clark. "Methods for Extracting Relational Data from Unstructured Texts Prior to Network Visualization in Humanities Research." *Journal of Open Humanities Data* 6, no. 8 (2020). <https://doi.org/10.5334/johd.21>
- 2019 Majdik, Zoltan P. "A Computational Approach to Assessing Rhetorical Effectiveness: Agentic Framing of Climate Change in the Congressional Record, 1994–2016." *Technical Communication Quarterly* 28, no. 3 (2019): 207–222. <https://doi.org/10.1080/10572252.2019.1601774>
- 2012 Platt, Carrie Anne, and Zoltan P. Majdik. "The Place of Religion in Habermas's Transformed Public Sphere." Publisher: Taylor & Francis, *Argumentation and Advocacy* 49, no. 2 (2012): 138–141
- 2012 Majdik, Zoltan P., and Carrie Anne Platt. "Selling Certainty: Genetic Complexity and Moral Urgency in Myriad Genetics' BRAC Analysis Campaign." Publisher: Taylor & Francis, *Rhetoric Society Quarterly* 42, no. 2 (2012): 120–143
- 2011 Majdik, Zoltan P., and William M. Keith. "Expertise as argument: Authority, democracy, and problem-solving." *Argumentation* 25, no. 3 (2011): 371–384
- 2011 Majdik, Zoltan P., and William M. Keith. "The problem of pluralistic expertise: A Wittgensteinian approach to the rhetorical basis of expertise." *Social Epistemology* 25, no. 3 (2011): 275–290
- 2011 Majdik, Zoltan P., Carrie Anne Platt, and Mark Meister. "Calculating the Weather: Deductive Reasoning and Disciplinary Telos in Cleveland Abbe's Rhetorical Transformation of Meteorology." Publisher: Taylor & Francis, *Quarterly Journal of Speech* 97, no. 1 (2011): 74–99
- 2011 Majdik, Zoltan P. "On Delimiting Rhetorical Invention in Biopolitics: A Rejoinder to Lynch." Publisher: Michigan State University Press, *Rhetoric & Public Affairs* 14, no. 2 (2011): 379–389
- 2009 Majdik, Zoltan P. "Judging Direct-to-Consumer Genetics: Negotiating Expertise and Agency in Public Biotechnological Practice." *Rhetoric & Public Affairs* 12, no. 4 (2009): 571–605
- 2008 Majdik, Zoltan P., John M. Kephart III, and G. Thomas Goodnight. "The Presidential Debates of 2004: Contested Moments in the Democratic Experiment." *Controversia* 6, no. 1 (2008)

#### Peer-Reviewed Chapters, Encyclopedia Entries, & Proceedings

- 2019 Majdik, Zoltan P. "When Expertises Clash: (Topic) Modeling Stasis About Complex Issues Across Large Discursive Corpora" [in en]. In *The Routledge Handbook of Language and Science*, 1st ed., 308–318. New York: Routledge, 2019
- 2014 Majdik, Zoltan P. "Biological citizenship." In *Encyclopedia of Health Communication*, 105–106. Thousand Oaks, CA: Sage, 2014
- 2009 Majdik, Zoltan P. "Between Morality and Ethics: Risk and Argument in Direct-to-Consumer Genetics." In *Concerning argument: Selected papers from the 15th Biennial Conference on Argumentation*, edited by Scott Jacobs and Marc Zarefsky, 495–505. Washington, DC: National Communication Association, 2009
- 2006 Majdik, Zoltan P. "Quo Vadis, Political Debate? Truth-Telling Through Comedy in Jon Stewart's

Crossfire Appearance.” In *Engaging Argument: Proceedings of the Nca/Afa Conference on Argumentation*, edited by Patricia Riley and Marc Zarefsky, 394–401. Washington, DC: National Communication Association, 2006

### Other Academic Publication Genres

- 2016 Majdik, Zoltan. “Expertise as Practice: A Response to DeVasto.” *Social Epistemology Review and Reply Collective* 5, no. 11 (2016): 1–6
- 2016 Majdik, Zoltan P. “On rhetoric between science and society [lead review essay].” *Rhetoric & Public Affairs* 19, no. 1 (2016): 91–108
- 2012 Majdik, Zoltan. “Reply to Derek Ross” “Ambiguous Weighting and Nonsensical Sense.” *Social Epistemology Review and Reply Collective*, 2012, 1–5
- 2005 Majdik, Zoltan P. “Power Without Persuasion: The Politics of Direct Presidential Action [book Review].” *Rhetoric & Public Affairs* 8, no. 3 (2005): 532–534

### Presentations

- 2023 Majdik, Zoltan P. “Adaptability in Rhetorical Ecologies.” Paper presented at the Rhetoric Society Europe conference, Tübingen, Germany, 2023.
- 2022 Yang, Misty, and Zoltan P. Majdik. “Pathological Buyers: Algorithmic Knowing and Sense-making in the Rhetorical Ecology of Wallstreetbets.” Paper presented at the Annual Meeting of the National Communication Association, New Orleans, LA, 2022.
- 2022 Majdik, Zoltan P. Roundtable discussion contributor to “Re-Parsing Public Address: Computational Objects, Methods, and Ethics in Rhetorical Studies.” Presented at the Annual Meeting of the National Communication Association, New Orleans, LA, 2022.
- 2022 Majdik, Zoltan P. “Rhetorical Patterns of Global Health Crises.” Paper presented at the ARSTM@RSA Pre-Conference, Baltimore, MD, 2022.
- 2021 Majdik, Zoltan P. “Metaphor Progression in Public Discourses about COVID-19.” Paper presented at the Annual Meeting of the National Communication Association, Seattle, WA, 2021.
- 2020 Majdik, Zoltan P., and James Wynn. “Machine/deep Learning of Complex Rhetorical Structures in Scientific Discourses: Is it Doable?” Paper presented (virtually) at the Annual Meeting of the National Communication Association, Baltimore, MD, 2020.
- 2019 Majdik, Zoltan P. “Computational Approaches to Rhetoric: What are they Good for?” Paper presented at the Annual Meeting of the National Communication Association, Baltimore, MD, 2019.
- 2019 Graham, Scott S., Dave Clark, and Zoltan P. Majdik. “Transparency to Visibility (T2V): Digital Resistance and the Medical-Industrial Complex.” Paper presented at Digital Frontiers, Austin, TX, 2019. Non-presenting author
- 2019 Majdik, Zoltan P. “Computing the Grotesque.” Paper presented at the European Society for Rhetoric’s *Rhetoric in Society* 7 Conference, Gent, Belgium, 2019. Competitive paper
- 2019 Majdik, Zoltan P. “Replication in the Humanities. (More Why than How.)” Presented at the Annual Meeting of the Central States Communication Association, Omaha, NE, 2019. Panel submission: “Replication: A Dialogue about a Necessary Practice in Communication Research”
- 2017 Majdik, Zoltan P. “Summary Remarks: On Trust in Science.” Presented at the Annual ARSTM NCA Preconference, Dallas, TX, 2017.
- 2015 Majdik, Zoltan P. “Rhetorical Dynamics of Framing Agency and Choice in Climate Change Policy Discourse.” Paper presented at the Annual Meeting of the National Communication Association, Las Vegas, NV, 2015. Competitive panel
- 2015 Majdik, Zoltan P. “Distributed Agency and Disembedded Expertise in an Age of Applied Genetics.” Paper presented at the Annual ARSTM NCA Preconference, Las Vegas, NV, 2015. Competitive paper
- 2014 Majdik, Zoltan P. “How to Make Rhetorical Analyses Salient to Practicing Scientists: A Few Suggestions.” Paper presented at the Annual Meeting of the National Communication Association,

- Chicago, IL, 2014. Panel submission: "Who Gets to Show Up and What Should Happen When They Get There? Rhetorical Assessments of Normative Models in STEM-Policy Deliberation"
- 2013 Platt, Carrie Anne, and Zoltan P. Majdik. "Digital Voices in an Age of Artificial Intelligence: IBM's Watson and the Disturbance of Traditional Apodictic/Phronetic Sources of Argument." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2013. Competitive paper
- 2011 Majdik, Zoltan P., and Carrie Anne Platt. "Fight or Flight: X-Ray Backscatter Scanning and the Question of Expertise." Paper presented at the Annual ARSTM NCA Preconference, New Orleans, LA, 2011. Competitive paper
- 2011 Majdik, Zoltan P., and Don Waisanen. "The Challenge of Institutional Incoherence to the Idea of Reasoned Argument: Argumentation as and in Institutional Contexts." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2011. Competitive paper
- 2010 Majdik, Zoltan P., and Carrie Anne Platt. "Rhizomic Rhetoric in the Key of Aristotle and Vico: Moral Argument in the Institutional Domains of Science and Technology." Paper presented at the Annual Meeting of the National Communication Association, San Francisco, CA, 2010. Panel submission: "Breaking Bridges and Building Networks: Explorations of Rhetorical Agency in Chaotic Textual Ecologies"
- 2010 Majdik, Zoltan P., and Carrie Anne Platt. "Selling Certainty: Genetic Complexity, Moral Urgency, and the Gendered Body in Myriad Genetics' BRACAnalysis Campaign." Paper presented at the Annual Meeting of the National Communication Association, San Francisco, CA, 2010. Competitive paper
- 2010 Majdik, Zoltan P. "'Broken Heart' Models and Gaussian Copulas: Implications of Vico's View of Mathematics for Rhetorical Criticism." Paper presented at the Biennial Meeting of the Rhetoric Society of America, Minneapolis, MN, 2010. Competitive paper
- 2010 Platt, Carrie Anne, Zoltan P. Majdik, and Mark Meister. "Spending for a Rainy Day: Latent Polysemy and the Rhetoric of Consumerism in Contemporary Weathercasting." Paper presented at the biennial meeting of the Rhetoric Society of America, Minneapolis, MN, 2010. Competitive paper
- 2009 Majdik, Zoltan P. "Looking for Legitimacy: Deficiencies of Justification in Direct-to-Consumer Genetics." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2009. Competitive paper
- 2009 Majdik, Zoltan P. "The Myriad Problem(s) of Genetic Biotechnology: Problematizing 'Expertise' in Commercial Genetic Biotechnology." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2009. Competitive paper
- 2008 Majdik, Zoltan P. "Shaking the Genetic Foundation: Translating Complex Genetic Science into Everyday Biotechnological Practice." Paper presented at the Annual Meeting of the National Communication Association, San Diego, CA, 2008. Competitive paper
- 2007 Majdik, Zoltan P. "Fortuna's Threat: Machiavellian virtù vs. the Recalcitrance of an External Reality." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2007. Competitive paper
- 2007 Majdik, Zoltan P. "Between Morality and Ethics: Argument in Direct-to-Consumer Genetics." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta, UT, 2007. Competitive paper
- 2007 Goodnight, G. Thomas, Zoltan P. Majdik, and John M. Kephart III. "Presidential Debates as Public Argument." Paper presented at the NCA/AFA Conference on Argumentation, Alta, UT, 2007. Competitive paper
- 2006 Majdik, Zoltan P. "Mystification v. Mystery: Burke's Poetic Rationalization as a Rhetorical Mode of Ethical Action." Paper presented at the Annual Meeting of the National Communication Association, San Antonio, TX, 2006. Competitive paper
- 2006 Majdik, Zoltan P. "From Abstraction to Application: On the Deliberate Controlling of Controversy in the Human Genome Project." Paper presented at the Annual Meeting of the National Communication Association, San Antonio, TX, 2006.

- 2006 Majdik, Zoltan P. "The Virtue of Argument: Discourse Ethics as an Axiological Foundation of Informed Consent for Genetic Services." Paper presented at the Quadrennial Meeting of the International Society for the Study of Argumentation, Amsterdam, 2006. Competitive paper
- 2005 Majdik, Zoltan P. "To Live or Let Die: A Narrative Ethics Approach to Decision-Making in the Terri Schiavo Case." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. Competitive paper - Top Student Panel Selection in Ethics
- 2005 Majdik, Zoltan P. "Some Serious Fun: Truth-Telling and Comedy in Jon Stewart's 'Crossfire' Appearance." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. Competitive paper
- 2005 Majdik, Zoltan P. "Powerful Publics: Public Discourse and Direct Democracy in Switzerland's 'Yes to Europe!' Referendum." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. Competitive paper
- 2005 Majdik, Zoltan P. "Quo Vadis, Political Debate? Truth-Telling Through Comedy In Jon Stewart's Crossfire Appearance." Paper presented at the biennial NCA/AFA Conference on Argumentation, Alta, UT, 2005. Competitive paper
- 2004 Majdik, Zoltan P. "Cross-Cultural Comparison of Speech Communication Studies in Europe and the United States." Paper presented at the Preconference on the History of Speech Communication at the Annual Meeting of the National Communication Association, Chicago, IL, 2004.

### Invited Talks

- 2019 Guest lecture, NDSU BIOL 491  
Title: "Communicating Science"
- 2019 NDSU College of Arts, Humanities, and Social Sciences Research Conversations  
Title: Poster presentation of current research
- 2019 Panel presentation, NDSU Graduate Student Council event  
Title: "Networking: How to Build Professional Connections"
- 2011 Colloquium presentation, NDSU Communication colloquium series
- 2009, 2010 Guest lecture, NDSU POLS 115 (American Government)  
Title: "Arguing and Argument in Politics"

### Grants

- 2023 **Co-PI**, with Shuning Lu (PI)  
*Summer Institute in Computational Social Science – NDSU*  
**Amount awarded to grant: \$10,700**
- 2022 **Co-PI**, with Shuning Lu (PI)  
*Summer Institute in Computational Social Science – NDSU*  
Funded by SICSS (with core sponsors: Alfred P. Sloan Foundation, Russell Sage Foundation, Facebook, and SSRC (Social Science Research Council))  
**Amount awarded to grant: \$15,000**
- 2020-2024 **MPI (NDSU)**, with S. Scott Graham (Contact MPI, UT-Austin), Justin F. Rousseau (MPI, UT-Austin), ☒ Joshua Barbour (MPI, UT-Austin)  
*A Network Science Approach to Conflicts of Interest: Metrics, Policies, and Communication Design*  
Funded by National Institute of General Medical Sciences/National Institutes of Health (NIH)  
Award No. R01 GM141476  
**Amount awarded to grant: \$832,304**
- 2020-2022 **Senior personnel/Lead, Communication ☒ Dissemination Group**  
*NDSU EPSCoR Track-1 (ND-ACES)*

National Science Foundation (NSF EPSCoR Research Infrastructure)

**Amount awarded to grant: \$20,000,000**

2018-2019

**Consultant**

Contract paid from National Endowment for the Humanities (NEH) Grant HAA-261070-18

*Transparency to Visibility (T2V): Network Visualization in Humanities Research*

PD: Scott Graham, & co-PD: Dave Clark

Primary consulting responsibility: build computational framework for automated relationship extraction from unstructured text data **Amount awarded to grant: \$80,649**

2016-2019

**Senior personnel/Lead, Communication & Dissemination Group**

*NDSU EPSCoR Track-1 (INSPIRE-ND)*

National Science Foundation (NSF EPSCoR Research Infrastructure)

**Amount awarded to grant: \$20,000,000**

**Grant applications not funded**

2019

Co-PI (NDSU PI), with S. Scott Graham (PI, UT-Austin) and Dave Clark (co-PI, University of Wisconsin, Milwaukee)

*Text to Visualization (T2V): Network Modeling with Humanities Data*

National Endowment for the Humanities (NEH)

Amount requested: \$323,184

2013

PI, "The Problem of Citizen Decision-Making In and About Politics"

NEH grant proposal, selected by NDSU as one of two proposals to be submitted to the NEH Summer Stipend competition. [Not funded.]

## Teaching

**Undergraduate Courses:**

- Rhetoric (various foci)
- Persuasion
- Public Speaking
- Data Visualization Across Communication Industries
- Communication Ethics & Law
- Argumentation & Advocacy
- Rhetoric of Ideas, Ideology, & Propaganda
- Communication Criticism

**Graduate Courses:**

- Rhetoric (various foci)
- Communication Theory

## Graduate advising

**As Advisor:**

i/p

Wangari Githua

i/p

Melissa Bartels

i/p

Halah Jost-Mahunik

2023

Ian Berry

2022	Ezzat Haider Thesis: The Use of Rhetorical Frames to Create Hope during Wars and Genocides: The case of the Yezidi Women
2020	Malcolm Jason, Ph.D. Thesis: A Rhetorical Consideration of Christian Nationalism, Secular Society, and the Need for a Civic Religious Pluralism
2018	Lora Meredith, M.A. Thesis: Pentadic Analysis of a Wyoming TV Show: The Rhetoric of Scene and Agency and Its Impact on Native American Communities.
2016	Benjamin Walton, M.A.
2016	Gunther-Michael Jaehnl, M.A.
2014	Keith Bistodeau, M.A. Thesis: A Historical Perspective Framed Content Analysis Investigation of Persuasive Shifts Present in Interstate Oratorical Association Final Round Speeches.
2013	Jaishikha Nautiyal, M.A. Thesis: Rhetorical Agency in the Baghavad Gita
2012	Ramya Chandrasekaran, M.A. Thesis: The Hindutva Movement: A Burkean Analysis of Violence as Retributive Justice
2009	David Chaganava, M.A. Thesis: Communication Technology and the Changing Face of Rhetorical Persuasion in Emerging Democratic Systems: The Case of Georgia.

#### **As Committee Member:**

Note: may be incomplete

i/p	Peter Lindmark
2022	Erik Gustafson, Ph.D.
2019	Curtis Sullivan, Ph.D.
2019	Robert Becker, Ph.D.
2017	Joshua Parcha, Ph.D.
2017	Bryce Tellmann, M.A.
2015	Megan Even, M.A. (English)
2014	Michael Jones, M.A.
2013	Marney Mathiasen, M.A.
2013	Kay Beckerman, M.A.
2013	Jessica Rick, M.S.
2013	Michelle Kramlich, M.S.
2012	Matthew Attansay, Ph.D.
2011	Shelly Stowman, Ph.D.
2010	Najla Ghazi Amundson, Ph.D.
2009	Jennifer Reiersen, Ph.D.

## **Administrative responsibilities**

2022-present	Public Speaking Course Director, NDSU Department of Communication
2017-2023	Director of Graduate Studies, NDSU Department of Communication

## Service to the university

### North Dakota State University

2023-present	I.T. council, member
2023-present	Task force on Graduate Health Insurance, co-chair
2021-present	Graduate Council, member
2018-present	Institutional Review Board, vice chair and member
2017	Provost Ad-Hoc Committee on Academic Misconduct, member
2016	Special Grievance Committee, chair
2014-2018	Institutional Review Board, member
2013-2014	Institutional Review Board, alternate
2013-2014	Diversity Committee, member
2011, 2012	NDSU Graduate Methods Conference, co-organizer

### NDSU College of Arts and Sciences

2023	Task force on Graduate Tuition Waivers, chair
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### NDSU College of Arts, Humanities, and Social Sciences

2019-2022	Promotion and Tenure Committee, member
2016-2017	Budget Advisory Group, member
2015-2016	Promotion and Tenure Committee, member
2014	Search Committee (Director for International Studies), member
2012-2013	Curriculum Committee, member

### NDSU Department of Communication

2022	Search Committee, member
2017-2018	Promotion and Tenure Committee, member
2016-2017	Promotion and Tenure Committee, chair
2012-present	Graduate Committee, member and chair (since 2017)
2015	Search Committee (tenure-line), chair
2014-present	Curriculum Committee, member
2013-2014	Scholarship and Awards Committee
2011-2012	Curriculum Committee, chair
2011-2012	Search Committee (tenure-line), member
2010-2011	Assessment Committee, co-chair
2010-2011	DCE Committee, member
2009-2016	Lambda Pi Eta Communication Honors Society, advisor
2009-2010	Graduate Committee, member
2009-2010	Scholarship and Awards Committee, member
2008-2009	Search Committee (tenure-line), member

## Service to the profession

### Editorial Work

2016-2017	Editorial board member, <i>CSTAND</i>
2012-2013	Editorial consultant, <i>Communication Studies</i>
est. 2007	Editorial graduate assistant, <i>Argumentation &amp; Advocacy</i>

### Reviewing, ad hoc



Argumentation & Advocacy  
 Behavior Research Methods  
 Communication Studies  
 Communication Theory  
 CSTD  
 European Journal of Cultural and Political Sociology  
 Informal Logic  
 National Science Foundation (STS program)  
 Social Epistemology  
 Rhetoric & Public Affairs  
 Rhetoric of Health & Medicine  
 Rhetoric Society Quarterly  
 Technical Communication Quarterly  
 World Medical & Health Policy  
 Written Communication

### **Reviewing, Conferences**

NCA, Association for the Rhetoric of Science, Technology, and Medicine (ARSTM)  
 ARSTM, Preconferences at NCA, RSA

### **Other**

2020-2022  
 2018

NCA Doctoral Education Committee  
 President, Association for the Rhetoric of Science, Technology, & Medicine (ARSTM)