

Brent Lucia

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EDUCATION

Ph.D. in English – Composition and Applied Linguistics, Indiana University of Pennsylvania, (May 2018). Specialty Areas: Rhetorical theory, Writing Pedagogy

Dissertation: *The Posthuman Turn in Composition: Critical Regionalists Inquiry and its Pedagogical Implications*

Master of Arts in English Literature, The City University of New York: City College (May 2008)

Bachelor of Science in Business Administration, Fordham University. (May 2005).

Minor: Marketing and Philosophy.

PUBLICATIONS

Peer-reviewed Publications

Lucia, Brent, Matthew Vetter, and Varshil Patel. "The dystopian imaginaries of ChatGPT: A designed cycle of fear." *Convergence* (2025): 13548565251333212.

Lucia, Brent, Frida Buhre, and James Proszek. "Conference Climates: International Rhetoric Workshop and Inclusive Learning Practices." *Rhetoric Review* 44.1 (2025): 47-61.

Jialei Jiang, Matt Vetter, and Brent Lucia. "Toward a 'More-Than-Digital' AI Literacy: Reimagining Agency and Authorship in the Postdigital Era with ChatGPT." *Postdigital Science and Education*, 1-18, 2024.

Vetter, Matt, Brent Lucia, Jialei, Jiang and Mohmoud Othman. "Towards a framework for Local Interrogation of AI Ethics: A Case Study on Text Generators Academic Integrity and Composing With ChatGPT." *Computers and Composition*, vol. 71, 2024.

Lucia, Brent and Matt Vetter. "Behold the Metaverse: Facebook's Meta Imaginary and the Circulation of Elite Discourse." *New Media & Society*, 2023.

Lucia, Brent and Matt Vetter. "I Feel Like I'm in a Box:' Contrasting Virtual Reality 'Imaginarities' in the Context of Academic Innovative Labs. *Technical Communication Quarterly*, 2023.

Hentz, Brian, Brent Lucia and Maria Vint. "Critical Approaches to Sustainability in the Business Communication Classroom: A Development Perspective." *Business and Professional Communication Quarterly*, vol. 85, no.1, 2022.

Lucia, Brent. "Mapping a Network: A Posthuman Look at Rhetorical Invention." *Composition Forum*, vol. 47, 2021

Lucia, Brent, Matt A. Vetter and Oksana Moroz. "The Rhetoric of Google Lens: A Postsymbolic Look at Locative Media." *Rhetoric Review*, vol. 40, no. 1, 2021.

Lucia, Brent. "Performativity in Motion: Rethinking Argumentation in Composition Pedagogy." *The Master of Practice: New Literacies and New Materialism in Linguistic Classrooms*, editing by Curt Porter and Rachel Griffo, Information Age Publishing, 2021.

Lucia, Brent. "Walking in Jamaica: Exploring the Boundaries and Bridges of Rhetorical Agency." *Reflections: A Journal of Community-Engaged Writing and Rhetoric*, vol. 19, no. 2, pp. 81-105, 2020.

Lucia, Brent. "Other Agents in Comparative Rhetoric: Posthumanism and its Applicability to Comparative Approaches. *China Media Research*, vol. 15, no. 1, pp. 34-40, 2019.

Lucia, Brent A Hybrid Discourse: Where Confucius Meets Booth in Rhetorical Borderlands. *Enculturation*, 2017

Gupta, Amita and Brent Lucia. "School Readiness in the Context of Inner City Head Start Centers." *Early Child Development and Care*, vol. 189, no. 7, pp. 1-14, 2017

Lucia, Brent. "L2 Learners Find the South Bronx: Hip-Hop, Globalization and Identity Construction." *Spectra Journal*, 5(1). 2016.

Book Chapters

Lucia, Brent. "Performativity in Motion: Rethinking Argumentation in Composition Pedagogy." *The Master of Practice: New Literacies and New Materialism in Linguistic Classrooms*, editing by Curt Porter and Rachel Griffo, Information Age Publishing, 2021.

Non-Peer-reviewed Publications

Lucia, Brent and Matthew Vetter. "Threads May Offer Users Greater Flexibility and Control but Concerns Over Privacy are Increasingly Mainstream." *LSE Blog*, August 23rd, 2023.

Lucia, Brent. "Passion is Great, but Adjuncts also Need Emotional Intelligence." *Times Higher Education*, March 21st, 2022.

Lucia, Brent. "A Self-Model Under Quarantine." *Textshop Experiments*, vol. 8, 2020.

Under Review

Lucia, Brent, Matt Vetter and Varshil Patel. "The Dystopian Imaginaries of ChatGPT: A Designed Cycle of Fear," *Convergence*.

ACADEMIC PRESENTATIONS, SERVICES & WORKSHOPS

Presentations

"Cutting Through the Noise: Data-Driven Research on Generative AI and the Teaching of Writing," *College of Conference Composition and Communication*, Baltimore, MD, April 2025.

"Moving From Generative AI Chatter to Brass Tacks: Genre Implications for ChatGPT Users," *Association of Business Communication Conference*, Tulsa, Ok, October 2024.

"Behold the Metaverse: Facebook's Meta Revolution and the Circulation of Elite Discourse," *Association of Internet Researchers*, Philadelphia, PA, October 2023.

"Contrasting Virtual Reality 'Imaginaries' in the Context of Academic Innovation Labs," *Association of Business Communication Regional Conference (Europe Middle East Africa)*, Napoli, Italy, January 2023

"Authentic Networking: Helping Students Connect with Intention," *Association of Business Communication Conference*, Tampa Bay, FL, October 2022.

"Metacognition and its Benefits: Practices for the Business Professional," *Conference on College Composition and Communication*, virtual, April 2021.

"'Search committee, interrupted': The COVID-19 Pandemic's Impact and Influence on the Faculty Recruitment Process," *Association of Business Communication Conference*, San Diego, CA, October 2020.

"Making Global Rhetorical Scholarship Hospitable for Emerging Scholars through the International Rhetoric Workshop," *Rhetoric Society of America Conference*, Portland, OR, May 2020. Conference subsequently canceled due to COVID-19 pandemic.

"Metacognition and its Benefits: Reflective Practices for the Business Professional," *ABC Southwestern U.S. Conference*, San Antonio, TX, March 2020. Conference subsequently canceled due to COVID-19 pandemic.

"Rhetorical Ontology and Tech: New Rhetorical Criticism for Locative Media," Digital Praxis Poster Session, *Conference on College Composition and Communication*, Pittsburgh, PA, May 2011, Louisville, KY, October 2018.

"Other Agents in Comparative Rhetoric: Rhetorical Ontology and Its Influence on Comparative Approaches," *Conference on College Composition and Communication*, Kansas City, MO, May 2018.

"Visual Rhetorics Across Borders, Media and Society," Rhetoric Society of Europe Conference, Norwich, UK, July 2017.

"An Embedded Island: Posthumanism and the Research Writer," College English Association Conference, Hilton Head, SC, March 2017.

"Teaching Argument to Promote Critical Literacy & Civic Engagement," TYCA-NE Conference, Hartford, CT, October 2016.

"Americanism in Today's Composition Classroom: Censorship within the Borderlands," Dean Hopper New Scholars Conference, Madison, NJ June 2016.

"Promoting Civil Engagement in College Composition: Report from a Pilot Course Focused on Argumentation and Research," CUNY CUE Conference, New York, New York, May 2016.

"L2 Learners Find the South Bronx: Identity Construction and the Globalization of Hip Hop." Literature and Journalism Pedagogies in Community Colleges Conference, New York, NY April 2016.

"Revisiting Historical Narrative: Co-Constructing our histories while listening to The Native Voice." UTK NEXUS Interdisciplinary Conference, Knoxville, Tennessee, March 2016.

"From outside the Machine: Confucian Discourse and its connections to the West." AHLiST Conference, Coimbra, Portugal, November 2015.

"Confucian Discourse: Comparative Rhetoric and its relation to Critical Multiculturalism." TCYA-SW Conference, Salt Lake City, Utah, October 2015.

Editing Services

Member of Editorial Board, *Business and Professional Communication Quarterly*, 2024-present.

Workshops

“Borders and Crossroads: International Rhetoric Workshop,” *International Rhetoric Workshop*, Dubrovnik, Croatia, July 2024 (forthcoming).

“Critical Regionalist Inquiry: The Importance of Place in the Composition Classroom,” Rhetoric Society of America Biennial Institute, Bloomington, IN, May 2017

“A Hybrid Discourse: Where Confucius Meets Booth in Rhetorical Borderlands,” *International Rhetoric Workshop*, Stockholm, Sweden, August 2016.

ADMINISTRATIVE EXPERIENCE AND KNOWLEDGE

Business Communication Lab, The University of Connecticut, Spring 2021-present

My colleagues and I at the School of Business developed a virtual communication center to assist undergraduate business students with their written and oral communication skills. We are currently holding virtual appointments on a weekly basis to address students’ professional communication needs.

International Rhetoric Workshop (IRW) Chair, Advisory Board, 2020-2022

As chair of the Advisory Board, I was responsible for creating objectives that fit the scope and mission of the IRW. These included promoting the workshop and its community, finding long-term funding solutions for the IRW and helping to design the next workshop.

International Rhetoric Workshop (IRW) Co-Chair, Advisory Board, 2018-2020.

As co-chair of the Advisory Board I am responsible for communications between the Advisory Board and the Organization Committee of the IRW. My service includes finding logistical support for the Organization Committee, updating the Advisory Board on their progress and helping to market the IRW brand.

International Rhetoric Workshop (IRW) Organization Committee, 2016-2018

I helped develop and implement the IRW workshop that took place in July 2018 at Ghent University. This included designing promotional materials, scheduling the conference, budgeting, and organizing the logistical layout of the conference.

Undergraduate Program Scholastic Committee, The University of Connecticut, 2020-present

Our committee reviews and votes on any course catalog changes for the upcoming semester. I’m responsible for understanding the requirements for majors and minors in the School of Business and reviewing the adjustments put forth by committee members.

Program in Writing and Rhetoric Committee, William Paterson University, 2017-present

As a member of this committee, I helped design course objectives for upcoming freshman composition classes. I’ve also co-developed both the Living Writers Series and professional

development sessions for adjunct faculty. I've written observation reports and examined syllabuses of adjunct faculty for the committee's review.

Writing Program Administration-GO Co-Chair, 2016-2017

As Co-chair I kept track of the work hours for our committee members. My work included updating our work log document, establishing communication between different groups within the committee and presenting my material weekly to our Chair.

TEACHING

Assistant Professor in-residence, The University of Connecticut, fall 2019-present

3004w Business Communications, summer 2020, fall 2020, spring 2021, summer 2021, fall 2021, spring 2022, fall 2022, spring 2023, fall 2023, spring 2024, fall 2024, spring 2025.

3002w Effective Business Writing, fall 2019, spring 2020, summer 2020.

Lecturer, Department of English, William Paterson University, fall 2017-spring 2019

ENG 1100: College Writing, fall 2017, fall 2018 (honors).

ENG 2000: Methods of Literary Analysis, fall 2018.

ENG 1500: Experiences in Literature, spring 2018.

Adjunct English Lecturer, Department of English, The City College of New York, fall 2008-spring 2017

ENGL FIQWS (Freshman Inquiry Writing Seminar): Writing for Engineers, Fall 2008-fall 2009.

ENGL FIQWS 10044, Music: From Kerouac To Tupac (writing instructor), fall 2009, fall 2013.

ENG FIQWS 10108, Physiology and Environmental Issues (writing instructor), fall 2013.

ENGL 1100: First-Year English Composition, fall 2014.

ENGL 10100: World Humanities I, spring 2014-spring 2015

ENGL 10200: World Humanities II, spring 2012, fall 2012, fall 2013

ENGL 21007: Writing for Engineers, fall 2009-spring 2012.

ENGL 21002, Writing for the Social Sciences, fall 2015-spring 2017

Adjunct English Lecturer, Department of English, York College (CUNY), fall 2013-Spring 2017

First-Year Composition Course:

ENG 125 Composition 1: Introduction to College Writing, fall 2015, fall 2016

ENG 126: Composition II: Writing about Literature, spring 2015

WRIT 303: Research and Writing Professional Programs, fall 2013-spring 2016

Instructor, School of New Resources, College of new Rochelle, John Cardinal O'Connor Campus, Spring 2011-Spring 2014

LES115: Logic and Argumentation, spring 2010
ENG755: Modes of Analysis, spring 2010-spring 2011.
LES138: Writing Research Papers, fall 2010-fall 2013

TEACHING WITH TECHNOLOGY

I have experience teaching with the following programs:

Open-Source Content/Course Management Software: Moodle, Blackboard, Kaltura

Graphic Design and Page Layout: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Acrobat.

Publishing Software: Wix, WordPress.

Operating Systems: MacOS, Windows.

Marketing Automation Platform: MailChimp.

Programs: Excel, PowerPoint Word, Pages.

CUNY Program for Online/Hybrid Instruction, winter 2017 Successfully completed a two-week, instructor-facilitated workshop designed to improve instructor skills related to teaching online and/or hybrid courses. The workshop addressed design issues, pedagogical approaches to teaching online as well as organization and management of an online class.

CURRICULUM DEVELOPMENT

ENG 126: Composition II: Writing about Literature, spring 2017 I developed a literature course centered on Michelle Alexander's *A New Jim Crow*. The course implemented various writing assignments associated with the text including a final research project on the prison-industrial complex in the United States.

English FIQWS 10027: Us and The Machine: Humanity's Relationship with Technology, fall 2010-spring 2013 I developed and implemented a FIQWS topic course starting in the fall, 2010. The course discussed the benefits and drawbacks of technological progress through the analysis of historical essays and dystopian fiction. The course offered a critical look at technology through the eyes of essayists, novelists and political figures while providing students with an extensive topic to research and practice their writing skills.

WRITING CONSULTANT WORK

Workshop Leader, Eversource, fall 2024

Taught a two-part workshop series on technical writing techniques. I reviewed Eversource's internal reports and aligned my workshop to their employers' needs, targeting successful writing strategies for their company moving forward.

Workshop Leader, Ragan Communications Inc., spring 2024.

Taught and implemented a three-part, workshop series on internal communication practices. The workshops were offered online to business professionals looking to sharpen their writing and oral communication skills for the workplace.

Educational Writing Consultant, Annie G. Newsome Head Start Center, summer 2012.

Coordinated a writers' workshop aimed at strengthening instructors' writing skills. Developed my own curriculum for a four-course workshop that focused on rhetorical context, grammar and elements of style. Teachers learned how to improve their writing skills for their professional context which improved their communication to outside administration and parents.

Educational Writing Consultant, NYC, ACS: Division of Early Care and Education, fall 2013=Present

Implemented a three-hour, professional development course that focused on employees' program reports. The course presented strategies for summarization, reading comprehension and observation analysis for employees working for The Department of Education.

Educational Writing Consultant, The School of Education at The City College of New York, fall 2014

Designed and implemented an eight-session workshop for The School of Education at CCNY geared towards improving graduate students' writing and reading comprehension skills. The workshop sessions focused on sentence structure and grammar as well as expanding students' knowledge of rhetorical modes within academic writing.

Educational Writing Consultant, The Learning and Technology Resource Center at The City College of New York, winter 2015

Constructed a four-session workshop to prepare education students for the New York State Certification Examinations. The workshop assisted students with the written portion of the ALST test by stressing the importance of organization, argumentation and time management skills when constructing a well-developed essay.

Learning specialist, The New York City Early Childhood Professional Development Institute, summer 2015-Spring 2019.

Developed test-prep courses for the New York State Certification Examinations which were offered to teachers in the New York City area. I conducted an eight-course workshop that prepared teachers for both the ALST and edTPA exams while also providing online support for teachers between workshop sessions.

Private English Composition Tutor, The City College of New York, fall 2012, spring 2012.

GRANTS & AWARDS

Grants

Institutional Review Board approval for my qualitative study on reflective practices at William Paterson University, Spring 2019

Institutional Review Board approval for my quantitative research study on Narrative Engagement at The City College of New York. Fall 2015.

Institutional Review Board approval of a three-year research study on New York City Head Start. The study is currently under the guidance of Professor Amita Gupta at the School of Education, The City College of New York. 2011-2013.

Professional Development Funding from PSC CUNY to participate in a Doctoral Course at The CUNY Graduate Center, Urban Education Program. Fall 2011.

Professional Development Funding from PSC CUNY to present at the AHLiST conference. Fall 2015.

Awards

Indiana University of Pennsylvania Travel Grant Award, Spring 2018

Indiana University of Pennsylvania Travel Grant Award. Fall 2015

Indiana University of Pennsylvania Travel Grant Award. Summer 2016.

Member of the Delta Epsilon Iota Academic Honor Society.

SERVICE

Creator, Professional Development Workshop Sessions for graduate students, William Paterson University, fall 2018.

Member, English Department Winter 2013 Teaching Intensive, The City College of New York, fall 2012.

Member, FIQWS Assessment Team, Office of General Education, The City College of New York, fall 2011.

Member, Writing for Engineers Development Committee, Department of English, The City College of New York, fall 2011.

Member, Graduate Student Council, The City College of New York, 2008.

SELECTED GRADUATE COURSEWORK

Indian University of Pennsylvania: Composition and TESOL PhD

Research Methods in Composition and TESOL | Ben Rafoth

Second Language Acquisition | Usree Bhattacharya

Second Language Literacy | Gloria Park
Theories of Composition | Michael M. Williamson
Teaching Writing | Patrick Bizzaro
Digital Literacy | Gian Pagnucci Language
and Social Context | Curt Porter
Quantitative Research | David Hanauer
Qualitative Research | Sharon Deckert
Research Design | Dana Driscoll

Dissertation Committee

Curt Porter (chair)
Matthew Vetter
Mary Stewart

CUNY Graduate Center: Urban Education Program

Early Childhood Education and Post-Colonial Theory | Amita Gupta

City College of New York: Master's In literature

Thesis Research | Harold Veaser (Mentor)
The Political Novel | Richard Braverman
Medieval Romance and Epic | Paul Oppenheimer
American Women's Experimental Writing | Laura Hinton
Fin De Siècle Literature | Renata Miller
Caribbean Spirits and Colonial Ghosts | Lyn Di Iorio
Melville | Carla Cappetti
Fiction Workshop | Frederic Tuten
Translation Workshop | David Unger

PROFESSIONAL MEMBERSHIPS

Association of Business Communication
College English Association
Modern Language Association
National Council of Teachers of English
Phi Kappa Phi Honor Society
Rhetoric Society of America