Cynthia Porter Rosenfeld

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Academic Appointments

Summer 2024-present Teaching Assistant Professor and Interim Director of Undergraduate   
 Programs

Department of Communication

North Carolina State University

Fall 2023-Spring 2024 Teaching Assistant Professor and Co-Director of Public Speaking

Department of Communication

North Carolina State University

Spring 2023 Teaching Assistant Professor and Interim Director of Public Speaking

Department of Communication

North Carolina State University

Education

2022 PhD **North Carolina State University**

Program: Communication, Rhetoric, & Digital Media

Dissertation: *Vulnerable flourishings: Building more-than-human worlds*

*with digital rhetorics*

Committee: Drs. Victoria Gallagher (chair), Matthew Calarco, Elizabeth

Craig, John Morillo, and Stephen Wiley

2019 MS **North Carolina State University**

Department of Communication

Thesis: *Close encounters of the slithering kind: An ethnographic study   
 of human-snake interaction*

Committee: Drs. Elizabeth Craig (chair), William Kinsella,

and Stephen Wiley

2013 MSW **University of North Carolina at Chapel Hill**

School of Social Work

Track: Direct Practice

Focus: Child and Adolescent Mental Health

2009 BA **University of North Carolina at Chapel Hill**

Department of Communication

Focus: Interpersonal Communication

**RESEARCH INTERESTS**

Environmental Communication, Media Studies, Rhetorical Theory and Criticism, Animal Studies, Ecolinguistics and Ecocriticism, Posthumanism, Critical Theory and Cultural Studies, Organizational Communication

**AWARDS and HONORS**

**Research**

Catalina de Onís Dissertation Award in Environmental Communication, National Communication Association (2023)

Top Competitive Papers in Rhetoric and Public Address, Eastern Communication Association Conference (2020: Canceled due to coronavirus.)

Critical Animal Studies Graduate Paper/Project/Dissertation of the Year,Institute for Critical Animal Studies (2020)

**Teaching**

Outstanding Graduate Faculty Award, Communication Graduate Student Association award (as nominated and selected by first and second year M.S. students). North Carolina State University (2025)

Lambda Pi Eta Outstanding Teacher Award, Communication Studies Honor Society award (as nominated and selected by Lambda Pi Eta students). North Carolina State University (2025)

Lambda Pi Eta Outstanding Teacher Award, Communication Studies Honor Society award (as nominated and selected by Lambda Pi Eta students). North Carolina State University (2020)

**ACADEMIC PUBLICATIONS**

**Book**

Rosenfeld, C. P. (2023). *Digital worldbuilding and ecological readiness.* Lexington Books.

**Journal Articles**

Rosenfeld, C. P. (revise and resubmit). Don’t Blink: The Rhetoric of Citizen Hypervigilance in *Doctor Who. Communication and Critical/Cultural Studies*.

Zagacki, K. S., & Rosenfeld, C. P. (2024). Environmental communication as an ethic of care: Mary Oliver’s poetry of the more-than-human world. *Western Journal of Communication*. doi: 10.1080/10570314.2023.2186751

Rosenfeld, C. P. (2023). Slithering stories-we-live-by: Animal educators’ construction and enactment of positive narratives about snakes. *Society & Animals, 31*(4), 489-506. Published online, Sept. 2021.doi: 10.1163/15685306-bja10061

Gallagher, V. J., Tomlinson, C., & Rosenfeld, C. P. (2022). Of sound, bodies, and immersive experience: Sonic rhetoric and its affordances in the Virtual Martin Luther King Project. *enculturation*. doi: https://www.enculturation.net/Sound\_Bodies\_ImmersiveExperience

Scheper, A., Rosenfeld, C. P., & Dubljevic, V. (2022). The public impact of academic and print media portrayals of TMS: Shining a spotlight on discrepancies in the literature. *BMC Medical Ethics, 23*(1), 1-17. doi: 10.1186/s12910-022-00760-5

Rosenfeld, C. P. (2022). Sit down and talk: *Doctor Who* and the imperfect peace myth. *Communication Quarterly, 70*(1), 42-62. doi: 10.1080/01463373.2021.2016879

Rosenfeld, C. P. (2021). Talking trash: The rhetoric of waste bins. *Hyperrhiz: New Media Cultures*, *24*. doi: http://hyperrhiz.io/hyperrhiz24/essays/6-rosenfeld-talking.html

Rosenfeld, C. P. (2021). Toward the Humilocene: The embodied rhetoric of St. Francis of Assisi. *The Trumpeter, 36*, 22-44. http://trumpeter.athabascau.ca/index.php/trumpet/issue/

view/126

Rosenfeld, C. P. (2021). Do you hear the people sign?: Citizens’ comments on an online petition opposing North Carolina’s ag-gag law. *Journal of Applied Communication Research, 49*(5), 515-531. https://doi-org.prox.lib.ncsu.edu/10.1080/00909882.2021.1965185

Rosenfeld, C. P. (2020). Oh! They’re not slimy: An ethnographic exploration of human-snake encounters. *Journal for Critical Animal Studies, 17,* 13-41*.*

Craig, E. A., Nieforth, L., & Rosenfeld, C. P. (2020). Communicating resilience among adolescents with Adverse Childhood Experiences (ACEs) through equine assisted psychotherapy (EAP). *Western Journal of Communication, 84*,400-418. doi: [10.1080/10570314.2020.1754451](about:blank)

Rosenfeld, C. P. (2019). From Prometheus to Gaea: A case for earth-centered language. *Language & Ecology*. Available from http://ecolinguistics-association.org/journal

Rosenfeld, C. P. (2018). The great divide. What Dr. Moreau tells us about posthumanism and the Anthropocence. *Kaleidoscope: A Graduate Journal of Qualitative Communication Research, 17*, 37-52.

**Book Chapters**

Rosenfeld, C. P. (in press). Social media(tion) in human-animal conflict. In T. Jarvis & G. Walker (Eds.), *The Handbook of Environmental Conflicts*. Edward Elgar Publishing.

Gallagher, V. J., Jones, E. R., Friedman, M., & Rosenfeld, C. P. (2024). Embodiment, affect, and technologies of recovery: Enacting equity and ethics through VR in the public speaking classroom. In K. Yee (Ed.), *Ethical Considerations of Virtual Reality in the College Classroom.* Routledge.

Rosenfeld, C. P. (2021). Bowers of persuasion: Toward a posthuman visual rhetoric. In K. Maiti (Ed.), *Posthumanist perspectives on literary and cultural animals* (pp. 75-86)*.* Springer Nature.

**Book Reviews**

Rosenfeld, C. P. (2021). Living and acting in a tangled web of relations [Review of the book *What comes after entanglement?: Activism, anthropomorphism and an ethics of exclusion*, by E. H. Giraud]. *Critical Studies in Media Communication, 38*(1), 103-105*.*

Rosenfeld, C. P. (2020). Book review [Review of the book *Virtual menageries: Animals as mediators in network cultures*, by J. Berland]. *Journal for Critical Animal Studies, 17*(5), 69-72. http://journalforcriticalanimalstudies.org/jcas-volume-17-issue-5-october-2020/

**OTHER PUBLICATIONS**

**Guide Book**

Vandergrift, M., Mann, A., Feldman, A., & Rosenfeld, C. (2021). *Immersive scholar: A guidebook for documenting and publishing experiential scholarship projects*. UNC Press.

**Teaching Publications**

Gallagher, V. J., Nelson, E., Rosenfeld, C., & Friedman, M. (2021). vMLK 9-12 language arts lesson plan. *EDSITEment: The Best of the Humanities on the Web.* National Endowment for the Humanities. https://edsitement.neh.gov/media-resources/fill-jails-creative-protest-and-virtual-martin-luther-king-project

Gallagher, V. J., Nelson, E., Rosenfeld, C., & Friedman, M. (2021). vMLK 9-12 history lesson plan. *EDSITEment: The Best of the Humanities on the Web.* National Endowment for the Humanities. https://edsitement.neh.gov/media-resources/fill-jails-creative-protest-and-virtual-martin-luther-king-project

**CONFERENCES**

**Papers and Posters**

Rosenfeld, C. P., Muir, K., & Robertson, V. (2023, June). *Reclaim the Void’s Techniques and Ethics of More-than-Human Reclamation in Western Australia* [Paper presentation]. Conference on Communication and Environment: Harrisonburg, VA.

Rosenfeld, C. P. (2022, May). *Sit down and talk: Doctor Who and the imperfect peace myth* [Paper presentation]. Rhetoric Society of America: Baltimore, MD.

Rosenfeld, C. P. (2022, February). *Revisiting the nature, scope, and function of rhetoric for the Anthropocene* [Paper presentation]*.* Carolina Rhetoric Conference: Raleigh, NC.

Rosenfeld, C. P. (2020, November). *Talking trash: The rhetoric of waste bins (poster presentation* [Poster presentation]. National Communication Association Conference: Indianapolis, IN. (Virtual conference due to coronavirus.)

Rosenfeld, C. P. (2020, April). *Staring down a weeping angel: The rhetoric of visuality in a horrifying* Doctor Who [Paper presentation]. (**Top Competitive Papers in Rhetoric and Public Address**.) Eastern Communication Conference: Baltimore, MD. (Conference canceled due to coronavirus.)

Rosenfeld, C. P. (2020, February). *Flowers and fruits and fungus—Oh my!: Nonhuman agents of visual rhetoric* [Paper presentation]*.* Camp Rhetoric: Pennsylvania State University, State College, PA

Rosenfeld, C. P. (2019, April). *Talking trash: The rhetoric of waste bins* [Poster presentation]. 15th Annual NC State University Graduate Student Research Symposium: Raleigh, NC. (Canceled due to coronavirus.)

Rosenfeld, C. P. (2019, March). *Slithering stories-we-live-by: Animal educators’ construction and enactment of positive narratives about snakes* [Poster presentation]. 14th Annual NC State University Graduate Student Research Symposium: Raleigh, NC.

Rosenfeld, C. P. (2019, February). *From Prometheus to Gaea: A case for earth-centered language* [Paper presentation]. Western States Communication Association Conference: Seattle, WA.

Craig, E. A., Nieforth, L., & Rosenfeld, C. P. (2018, November). *Communicating hope and resilience in equine assisted psychotherapy (EAP)* [Poster presentation]. National Communication Association Conference: Salt Lake City, UT.

**Panels and Presentations**

Clary-Lemon, J., Yang, M., Poole, M., Loe, K., Rosenfeld, C., & Gray, J. (2024). *Put a Bird On It: A Rhetorical Roundtable.* Rhetoric Society of America: Denver, CO.

Edrington, C., Gallagher, V., Renner, M., Winderman, E., Rosenfeld, C., Nelson, E., Nkoala, S. (2022, November). *Honoring PLACE Through the vMLK Project: Embodiment, Affect and Equity*. National Communication Association Conference: New Orleans, LA.

Finnegan, C., Gallagher, V., Gries, L., Olson, C., Easter, B., Flores, l., Rosenfeld, C., Rios, G., & Arola, K. (2022, May). *Visual rhetoric’s charge*. Rhetoric Society of America: Baltimore, MD.

Rosenfeld, C. P. (2022, February). *I Love this Group, I Hate this Platform: Invitational Rhetoric in/against the Precarity of the Metaverse* [Presentation in *Decolonizing Everyday Life: Infrastructures for Change* panel]. Communication, Rhetoric, and Digital Media 2022 Symposium: Raleigh, NC.

Gallagher, V. J., Rosenfeld, C.P., Nelson, E. A., Tomlinson, C., Friedman, M., & Black, S. (2022, February). *The vMLK Project: Embodiment, Affect, and Equity*. Equity Research Symposium: North Carolina State University, Raleigh, NC.

Rosenfeld, C. P. (2021, November). *Bowers of rhetoric: A more-than-human rhetoric of flourishment* [Presentation in *Eudaimonia in the Anthropocene* panel]*.* National Communication Association Conference: Seattle, WA.

**Panel Organizer**

Rosenfeld, C. P. (2022, February). *Decolonizing Everyday Life: Infrastructures for Change*. [Panel organizer and presenter]. Communication, Rhetoric, and Digital Media 2022 Symposium: Raleigh, NC.

Rosenfeld, C. P. (2021, November). *Eudaimonia in the Anthropocene* [Panel organizer and presenter]. American Society for the History of Rhetoric/Environmental Communication, National Communication Association Conference: Seattle, WA.

**WORKSHOPS**

Jameson, J., & Rosenfeld, C.P. (2024). Engaging in Difficult Conversations with Curiosity, Non-judgment, and Healthy Boundaries. Presented to: Men in Social Work (September 2024); NS State Student Government *Engaged Citizens Series* (October 2024). Raleigh, NC.

Zipf, B., Hensley, B., Ernewein, A., & Rosenfeld, C. P. (2022, September). Extending vMLK in the 8-12 Grade Curriculum. *The Virtual MLK Project: ACLS Digital Extension Workshop*: Raleigh, NC.

Rosenfeld, C. P., Fennimore, J., Friedman, M., Baker, M., & Stout, B. (2022, September). vMLK in the Public Speaking Classroom. *The Virtual MLK Project: ACLS Digital Extension Workshop*: Raleigh, NC.

Gallagher, V. J., Rosenfeld, C. P., Rainey, H., Friedman, M., Jones, E., & Tomlinson, C. (2022, September). Considerations of Equity in Creating Community. *The Virtual MLK Project: ACLS Digital Extension Workshop*: Raleigh, NC.

**GRADUATE MENTORING**

Committee Member: Richard Abiona (M.S. ’25), Iris Howell (M.S. ’25), Morgan Risko (M.S. ’25)

**GRANT EXPERIENCE**

**American Council of Learned Societies ($146,000)**

Virtual Martin Luther King Project (2021-2022)

P.I. Victoria Gallagher, **Role: Graduate Research Assistant**

**Andrew W. Mellon Foundations ($414,000)**

Immersive Scholar (Summer 2020)

P.I. Micah Vandegrift, **Role: Researcher/Writer**

**NIH National Center for Injury Prevention and Control ($5,000,000)**

North Carolina Rural Academic Center for Excellence in Youth Violence Prevention (Fall 2010-Summer 2011)  
P.I. Paul Smokowski, **Role: Administrative Assistant  
  
DIGITAL HUMANITIES SCHOLARSHIP**

**Virtual Martin Luther King Project, North Carolina State University**

P.I. Victoria Gallagher   
Spring 2023-

**Role: Supervisor**

* **Supervise graduate research assistants**
* **Coordinate and attend presentations, demonstrations**

Fall 2020-Fall 2022

**Role: Graduate Research Assistant**

* **Public Speaking instructional support and teacher training**
  + COM 110 Fall and Spring orientations
  + Weekly updates during Fall and Spring semesters
  + Ongoing instructional support
* **K-12 curriculum development and creation of professional development materials for teachers**
* **Public pedagogy: lectures, workshops, and presentations**
  + “The vMLK Project: Embodiment, Affect and Worldbuilding,” a public lecture sponsored by the NC State Libraries in conjunction with the University’s week of events celebrating the King Holiday, January 20, 2022,
  + “The vMLK Experience Grades 8-12 Faculty Professional Development,” an online workshop for History and Social Studies Teachers across North Carolina, in partnership with the North Carolina Department of Public Instruction, February 16, 2022.
  + “Public Premier: Virtual Reality Experience of Dr. Martin Luther King, Jr.’s ‘A Creative Protest’ Speech,” a public event sponsored by the NC State Libraries, April 7, 2022
* **Website maintenance and updates**
* **Outreach**
* **Research and assessment**
  + Analysis and compilation of Compiled reports of survey and reflection data from  COM 110 students and instructors, Fall 2020, Spring 2021, Fall 2021, Spring 2022
* **Photobook**
  + Compiled Photobook of the Project for White Rock Baptist Church, Department of Communication and NC State Libraries
* **Maintenance of digital assets**

**Immersive Scholar**

Micah Vandegrift, Shelby Hallman, Walt Gurley, Mildred Nicaragua, Abigail Mann, Mike Nutt, Markus Wust, Greg Raschke, Erica Hayes, Abigail Feldman, Cynthia Rosenfeld, Jasmine Lang, Kelsey Dufresne, David Reagan, Eric Johnson, Chris Hoffman, Alexandra Perkins, Patrick Rashleigh, Robert Wallace, William Mischo, Elisandro Cabada. Released on GitHub and Open Science Framework. http://doi.org/10.17605/OSF.IO/3Z7K5

**vMLK 60th Anniversary of a Creative Protest Exhibition​, North Carolina State University Description**

Virtual Martin Luther King Project, February 2020

Attendees: (Estimated) 600 people; ​**Role: Presenter**

**TEACHING EXPERIENCE**

**Instructor of Record:**

Undergraduate

COMM 110: Public Speaking (Fall 2018, Spring 2019, Fall 2023) [Face-to-Face (F2F) and Distance Education (DE) Synchronous]  
COMM 110: Public Speaking with Intensive English Pathways (Spring and Fall 2020) [F2F and DE Synchronous]  
COMM 112: Interpersonal Communication (Summer 2021) [DE Asynchronous]

COMM 230: Introduction to Communication Theory (Spring 2024) [F2F]  
COMM 327: Critical Analysis of Communication Media (Fall 2020, Fall 2022, Spring 2023) [DE Asynchronous and F2F]

COMM 436: Environmental Communication (Co-Instructor) (Spring 2021) [DE Synchronous]

COMM 436: Environmental Communication (Spring 2023, Spring 2024) [F2F]

COMM 456: Organizational Communication (Fall 2019, Spring 2020, Fall 2024) [F2F]

Graduate  
COMM 536: Environmental Communication (Spring 2024) [F2F]

COMM 585: Teaching College Communication (Fall 2023, Fall 2024) [F2F]

**PROFESSIONAL SERVICE**

Committee member CHASS Undergraduate Committee. College of Humanities and Social Sciences. North Carolina State University.

2024-

Undergraduate Curriculum Committee (Chair). Department of Communication. North Carolina State University.  
2024-

Scholarship Committee (Chair). Department of Communication. North Carolina State University.

2024-

Assessment Committee (Chair). Department of Communication. North Carolina State University.

2024-

Equity Action Committee. Department of Communication. North Carolina State University. 2023-

Reviewer Course-based Undergraduate Research Experience. College of Humanities and Social Sciences. North Carolina State University.

2024-

Conference papers. Philosophy of Communication Division, National Communication Association. 2024-

Conference papers. Communication Ethics Division, National Communication Association. 2023-

Peer-reviewed manuscripts. *Ethical Considerations of Virtual Reality in the College Classroom*, edited by Kevin Yee. Routledge.

Peer-reviewed manuscripts. *Southern Communication Journal*. 2022.  
  
Conference papers. Carolina Rhetoric Conference, Rhetoric Society of America (NCSU student chapter). 2022.

Conference papers. Environmental

Communication Division, National Communication

Association. 2019-

Conference papers. James C. McCroskey and

Virginia P. Richmond Undergraduate Scholars

Conference, Eastern Communication Association,

2020.

Conference papers. Rhetoric Communication Division, National Communication

Association. 2021-

Planning Committee Conference papers. Carolina Rhetoric Conference, Rhetoric Society of America (NCSU student chapter). 2022.

Program Committee Representative Communication, Rhetoric, and Digital Media Student Association. North Carolina State University. 2021-2022.

Recruitment Graduate fair. North Carolina State University. National Communication Association. November 2021.

CRDM virtual recruitment: “Demystifying C-R-DM.” March 2021.

Graduate fair. North Carolina State University.   
National Communication Association. November 2019.

MS in Communication recruitment visit. North Carolina State University. March 2019.

MS in Communication recruitment visit. North Carolina State University. March 2018.

Panel Chair “Strategies for Environmental Policy and Political

Action.” Environmental Communication Division,

National Communication Association. November 2019.

Fundraising CRDM Fall book sale. North Carolina State University. November 2019.

Peer Mentor CRDM mentor of first and second year cohort members. 2020-2022

**OTHER ACADEMIC EMPLOYMENT & EXPERIENCE**

*Graduate Writing Tutor*  UNC Chapel Hill

School of Social Work

2010-2011

*Freelance Copy Editor* Oxford University Press and NASW Press

2010 and 2012

**PUBLIC PEDAGOGY & INVITED TALKS**

*“The Medium Is…” Humanities Fair* COMM 327: Critical Analysis of   
 Communication Media

Innovation Lab, D.H. Hill Library  
North Carolina State University  
December 2022, May 2023

*Snake Identification, Sustainability, and Wellbeing* Cary-Page Rotary Club (Online)

Club for Environmental Sustainability

April 2022

*The Virtual Martin Luther King Project* COMM3635W: Famous Speeches (Online)

University of Minnesota, November 2021

*The Great Divide* Undergraduate Honors Seminar: Literature and   
 Science

North Carolina State University

Raleigh, NC, October 2021

Consultant on Biology I projects Franklin County High School

EagleTech program

Rocky Mount, VA, December 2020

*Nonhuman Agents of Visual Rhetoric* Visual Rhetoric (Graduate)

North Carolina State University

Raleigh, NC, January 2020

*Bats* Devers Elementary School

Fort Bragg, NC, October 2019

*Animal Allies* Ballentine Elementary School

Fuquay Varina, NC, September 2016

*Playwriting* Kimberly Hampton Primary School

Fort Bragg, NC, September 2015

*Legislative Update* Watauga Humane Society  
 Lobby Day

Boone, NC, April 2015

*Animal Advocacy* UNC School of Law

Animal Law Symposium

Chapel Hill, NC, April 2015

*Commercial Breeder Bill* Watauga Humane Society

Lobby Day

Boone, NC, April 2014

*Oppression: Ageism* UNC School of Social Work

Chapel Hill, NC, April 2013

**PROFESSIONAL ASSOCIATION MEMBERSHIP**

International Ecolinguistics Association

International Environmental Communication Association

National Communication Association

Rhetoric Society of America

**SELECT CERTIFICATIONS**

Faculty Leadership Education and Development, currently pursuing

Written and Oral Literacy Facilitation, currently pursuing