

Allison M. Prasch

University of Wisconsin-Madison
Department of Communication Arts
821 University Avenue
Madison, WI 53706
aprasch@wisc.edu

ACADEMIC APPOINTMENTS

- 2019 – **Assistant Professor**, *University of Wisconsin-Madison*
Department of Communication Arts
- 2016 – 2019 **Assistant Professor**, *Colorado State University*
Department of Communication Studies
- 2015 – 2016 **Doctoral Dissertation Fellow**, *University of Minnesota*
The Graduate School
- 2014 – 2016 **Editorial Assistant**, *Advances in the History of Rhetoric*
- Spring 2012 **Visiting Scholar & Research Assistant**, *University of Pennsylvania*
Annenberg Public Policy Center
- 2010 – 2015 **Graduate Instructor**, *University of Minnesota*
Department of Communication Studies

EDUCATION

- 2016 **Ph.D.**, Communication Studies (Rhetoric), *University of Minnesota*
- 2011 **M.A.**, Communication Studies (Rhetoric), *University of Minnesota*
- 2006 **B.A.**, American Studies, *Hillsdale College, cum laude*

PUBLICATIONS

Book Manuscript

The Global Rhetorical Presidency: Cold War Rhetoric on the World Stage. Manuscript in preparation for submission to the Rhetoric & Democratic Deliberation Series at **Penn State University Press**. Target Submission Date: May 15, 2020.

Under Review

- 2019 Prasch, Allison M. "Eisenhower, the 'Good Will' Tours, and the Loss of U.S. Prestige on the World Stage." Submitted August 2, 2019.

Peer-Reviewed Journal Articles & Book Chapters

- 2019 Prasch, Allison M. "Obama in Selma: Deixis, Rhetorical Vision, and the "True Meaning of America."" *Quarterly Journal of Speech* 105, no. 1 (2019): 42-67.
- 2019 Prasch, Allison M. "Reading the Presidency *In Situ*: Obama in Cuba and the Significance of Place in U.S. Presidential Public Address." *Reading the Presidency: Advances in Presidential Rhetoric*, ed. Stephen J. Heidt and Mary E. Stuckey (New York: Peter Lang, 2019), 44-64.
- 2018 Prasch, Allison M. "The Two Madam Secretaries: Hillary Rodham Clinton, Elizabeth McCord, and Mimetic Representations of 21st Century Feminism." *Women, Feminism, and Pop Politics: From "Bitch" to "Badass" and Beyond*, ed. Karrin Vasby Anderson (New York: Peter Lang, 2018), 223-244.
- 2017 Prasch, Allison M., and Julia Scatliff O'Grady. "Saluting the 'Skutnik': Special Guests, the First Lady's Box, and the Generic Evolution of the State of the Union Address." *Rhetoric & Public Affairs* 20, no. 4 (2017): 571-604. ***Lead Article**
- 2017 Carney, Zoë Hess, and Allison M. Prasch. "'A Journey for Peace': Spatial Metaphors in Nixon's 1972 'Opening to China.'" *Presidential Studies Quarterly* 47, no. 4 (2017): 646-664. [50%]
- 2017 Prasch, Allison M. "Harry S. Truman, 'Address Before the National Association for the Advancement of Colored People,' Washington, DC (29 June 1947)." *Voices of Democracy* 12 (2017): 16-44.
- 2016 Prasch, Allison M. "Toward a Rhetorical Theory of Deixis." *Quarterly Journal of Speech* 102, no. 2 (2016): 166-193. ***Recipient of the 2017 Golden Anniversary Monograph Award, National Communication Association**
- 2015 Prasch, Allison M. "Retelling Watergate: Apologia, Political Eulogy, and Richard Nixon's 'Final Campaign.'" *Southern Communication Journal* 80, no. 4 (2015): 271-292.
- 2015 Prasch, Allison M. "Maternal Bodies in Militant Protest: Leymah Gbowee and the Rhetorical Agency of African Motherhood." *Women's Studies in Communication* 38, no. 2 (2015): 187-205.
- 2015 Prasch, Allison M. "Ronald Reagan, 'Remarks at a Ceremony Commemorating the 40th Anniversary of the Normandy Invasion, D-Day,' Pointe du Hoc, France (6 June 1984) and Ronald Reagan, 'Remarks at a United States-France Ceremony Commemorating the 40th Anniversary of the Normandy Invasion, D-Day,' Omaha Beach, Colleville Sur Mer, France (6 June 1984)." *Voices of Democracy* 10 (2015): 20-40.

- 2015 Prasch, Allison M. "Reagan at Pointe du Hoc: Deictic Epideictic and the Persuasive Power of 'Bringing Before the Eyes.'" *Rhetoric & Public Affairs* 18, no. 2 (2015): 247-276.

Book and Media Reviews

- 2018 Prasch, Allison M. "Book Review: *The Ides of War: George Washington and the Newburgh Crisis* by Stephen Howard Browne." *Rhetoric & Public Affairs* 21, no. 2 (2018): 377-380.
- 2015 Prasch, Allison M. "Book Review: *Woman President: Confronting Postfeminist Political Culture* by Kristina Horn Sheeler and Karrin Vasby Anderson." *Rhetoric & Public Affairs* 18, no. 1 (2015): 177-181.
- 2014 Prasch, Allison M. "Book Review: *The Good Neighbor: Franklin D. Roosevelt and the Rhetoric of American Power* by Mary E. Stuckey." *Rhetoric & Public Affairs* 17, no. 3 (2014): 553-558.
- 2013 Prasch, Allison M. "Book Review: *Presidential Temples: How Memorials and Libraries Shape Public Memory* by Benjamin Hufbauer." *Rhetoric & Public Affairs* 16, no. 1 (2013): 198-202.
- 2011 Prasch, Allison M. "Media Review: *Pray the Devil Back to Hell*," produced by Abigail E. Disney and directed by Gini Reticker. *Women and Language* 34, no. 1 (2011): 105-107.

Works in Progress

"Rhetorical Vision, Genetic Criticism, and Truman's Undelivered Address to the British Parliament, 1945." In preparation for submission to the *Journal for the History of Rhetoric*.

"Look at Your Map?: FDR, Citizen Cartography, and the Global Imaginary in World War II." In preparation for submission to the *Quarterly Journal of Speech*.

HONORS, FELLOWSHIPS, AND GRANTS

Colorado State University

2018, Professional Development Program Award, College of Liberal Arts (\$2,000)

2017, Golden Anniversary Monograph Award, National Communication Association

2017, Professional Development Program Award, College of Liberal Arts (\$2,000)

2016, Outstanding Dissertation Award, American Society for the History of Rhetoric

2016, Professional Development Program Award, College of Liberal Arts (\$880)

University of Minnesota

- 2015-2016, Doctoral Dissertation Fellowship, The Graduate School (\$23,000 + full year teaching release for dissertation completion)
- 2015, Scott, Jensen, Campbell Summer Fellowship, Department of Communication Studies (\$4,000)
- 2014, Doctoral Honors Seminar Participant, National Communication Association
- 2014, Graduate School Summer Fellowship, Department of Communication Studies (\$4,000)
- 2014, Karlyn Kohrs Campbell Graduate Student Teaching Award, Department of Communication Studies
- 2013, Robert Gunderson Award for Top Student Paper, Public Address Division, National Communication Association
- 2013, Top Student Paper, American Studies Division, National Communication Association
- 2013, Graduate Student Scholarship Award, Department of Communication Studies
- 2013, Graduate Research Partnership Program Summer Fellowship, College of Liberal Arts (\$4,000)
- 2012, Distinguished Master's Thesis Award Nominee, Department of Communication Studies

Hillsdale College

- 2003-2006, Full Tuition Merit Scholarship

CONFERENCE PARTICIPATION

Papers Under Review

- 2020 "Spheres of Influence: U.S. Presidential Rhetoric Abroad as Political Spectacle." Rhetoric Society of America, Portland, OR.
- 2020 "The Global Rhetorical Presidency." Rhetoric Society of America, Portland, OR.

Papers Presented

- 2019 "Imagining the Geopolitical *Topos*: Or, Coming Together Around a Commonplace." American Society for the History of Rhetoric Conference, Austin, TX.
- 2018 "Declaring 'Peace and Friendship, in Freedom': The Rhetorical Dimensions of Eisenhower's 'Goodwill Tours,' 1959-1960." Public Address Division, National Communication Association, Salt Lake City, UT.

- 2018 “Doing Rhetorical History *In Situ*.” Doing Rhetorical History Preconference Seminar, National Communication Association, Salt Lake City, UT.
- 2018 “Reimagining Cold War U.S. Presidential Rhetoric.” Rhetoric Society of America, Minneapolis, MN.
- 2017 “Reading Presidential Rhetoric *In Situ*.” Public Address Division, National Communication Association, Dallas, TX.
- 2017 “‘Let Them Come to Berlin’: U.S. Presidential Public Address and the (Re)Turn to West Berlin as a Cold War Commonplace.” International Society for the History of Rhetoric, London, United Kingdom.
- 2016 “Obama in Cuba: Deixis, Rhetorical Topography, and (Re)Visions of a Post-Cold War U.S. Foreign Policy.” Public Address Division, National Communication Association, Philadelphia, PA.
- 2016 “Materializing the Topos: Obama in Selma and the Commonplaces of U.S. National Identity.” American Society for the History of Rhetoric Division, National Communication Association, Philadelphia, PA.
- 2016 “The Four Madam Secretaries: ‘Bitches’ and ‘Badasses’ at Home and Abroad.” Political Communication Division, National Communication Association, Philadelphia, PA.
- 2016 “(Re)(Situ)ating Rhetoric in Place.” American Society for the History of Rhetoric Symposium, Atlanta, GA.
- 2016 “Building A New City on a Hill: The Rhetorical Articulation and Physical Construction of the U.S. Capital City, 1783-1791.” Rhetoric Society of America, Atlanta, GA.
- 2016 “Nixon Goes to China: Spatial Metaphors in Transnational Presidential Rhetoric” (co-author). Rhetoric Society of America, Atlanta, GA.
- 2015 “Harry S. Truman at the Lincoln Memorial: Presidential *Ethos*, Political Performance, and the Power of Place.” Public Address Division, National Communication Association, Las Vegas, NV.
- 2014 “Toward a Rhetorical Theory of Deixis.” Rhetorical and Communication Theory Division, National Communication Association, Chicago, IL.
- 2014 “Saluting the ‘Skutnik’: The Civic Hero in Presidential Discourse” (co-author). Public Address Division, National Communication Association, Chicago, IL.
- 2014 “‘Ich bin ein Berliner’: John F. Kennedy’s Rhetorical Reconstruction of Berlin.” Rhetoric Society of America, San Antonio, TX.

- 2014 “‘Look at Your Map’: FDR’s Call for Citizen Geographers in World War II.” Rhetoric Society of America, San Antonio, TX.
- 2014 “25 Years of ‘Elevating’ Women: Celebrating Campbell’s *Man Cannot Speak For Her*.” Political Communication Interest Group, Central States Communication Association, Minneapolis, MN.
- 2013 “Reagan at Pointe du Hoc: Deictic Epideictic and the Persuasive Power of ‘Bringing Before the Eyes.’” Public Address Division, National Communication Association, Washington, D.C. ***Robert Gunderson Award for Top Student Paper**
- 2013 “Retelling Watergate: Transparency, Presidential Libraries, and Public Memory.” American Studies Division, National Communication Association, Washington, D.C. ***Top Student Paper Award**
- 2012 “The ‘Fireside Chat’ That Wasn’t: Franklin D. Roosevelt’s Shift to War Rhetoric.” Public Address Division, National Communication Association, Orlando, FL.
- 2012 “Maternal Bodies, Militant Voices: The Women of Liberia and Their Demand for Peace.” Rhetoric Society of America, Philadelphia, PA.
- 2012 “The ‘Other’ Rhetorician: Speechwriters, Their Archives, and Presidential Rhetoric.” Rhetoric Society of America, Philadelphia, PA.
- 2011 “Feminine Voices in a ‘Triple-Bind’: Female Interpretations of ‘Mad Men’ Women.” Feminist and Women’s Studies Division, National Communication Association, New Orleans, LA.

TEACHING EXPERIENCE

University of Wisconsin-Madison

Undergraduate

CA 360: Introduction to Rhetoric, Politics & Culture (Fall 2019)

CA 610: Rhetoric of the Cold War (Fall 2019)

Colorado State University

Graduate

SPCM 601: History of Rhetorical Theory (Fall 2017)

SPCM 612: Rhetorical Criticism (Spring 2019)

SPCM 675: Speech Pedagogy (Fall 2018)

SPCM 792: Theories and Methods of Archival Research (Spring 2019)

Undergraduate

SPCM 201: Rhetoric in Western Thought (Fall 2017, 2018; Spring 2017, 2018, 2019)

SPCM 311: Historical Speeches on American Issues (Spring 2016)

SPCM 412: Evaluating Contemporary Rhetoric (Fall 2016; Spring 2017, 2018)

University of Minnesota

Undergraduate

COMM 1101: Introduction to Public Speaking (Fall 2010; Spring 2011)

COMM 1313W: Analysis of Argument (Fall 2011; Spring 2013)

COMM 3401: Introduction to Communication Theory (Summer 2011, 2012)

COMM 3605W: Persuasive Speaking & Speech Writing (Fall 2012, 2013, 2014; Spring 2014, 2015)

ADVISING

Theses Directed

E. Brooke Phipps, “A Woman’s Place is in the Digital Resistance: Politics and Power in Online Communities.” M.A. Thesis, defended May 2019.

Primary Committee Member

Garrison Anderson, “A Vision of Ourselves: Regional Rhetoric’s Impact Upon Public Policy Relating to Individuals Experiencing Homelessness.” M.A. Thesis, defended April 2018.

Kristina Lee, “Constituting the Un-American Atheist: Eisenhower’s Theistnormativity and the Negation of American Atheists.” M.A. Thesis, defended March 2018.

Outside Committee Member

Amy Frederickson (English), “Trump’s ‘Travel Ban’: How the Discourse of Two Executive Orders Conceals Animus Against Muslims.” M.A. Thesis, defended March 2018.

SERVICE

Service to the Discipline

Golden Anniversary Monograph Award Committee, National Communication Association, 2019-2020

Marie Hochmuth Nichols Award Committee, Public Address Division, National Communication Association, 2018-2019

Editorial Board Member, *Quarterly Journal of Speech*, 2019-

Editorial Board Member, *Rhetoric & Public Affairs*, 2018-2019

Membership Coordinator, American Society for the History of Rhetoric, 2017-2019

Public Address Division Representative, Nominating Committee, National Communication Association, 2017-2018

Member At-Large, American Society for the History of Rhetoric, 2016-2018

Ad-Hoc Reviewer

Advances in the History of Rhetoric

2017 (x1)

2018 (x1)

Communication Quarterly

2017 (x1) – Special Issue on the 2016 Presidential Election

Presidential Studies Quarterly

2018 (x1)

Rhetoric & Public Affairs

2015 (x1)

2017 (x1)

Quarterly Journal of Speech

2018 (x1)

Conference Reviewing

American Society for the History of Rhetoric Conference (2019)

American Society for the History of Rhetoric Symposium (2018)

Rhetoric Society of America Biennial Conference (2018)

Undergraduate Scholars Research Conference, Western States Communication Association (2017)

National Communication Association

American Society for the History of Rhetoric (2017, 2018)

Feminist and Women's Studies Division (2012)

Political Communication Division (2011, 2013)

Public Address Division (2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018)

Rhetorical and Communication Theory Division (2015, 2016, 2017, 2018)

Institutional Service – Colorado State University

At-Large Representative, Faculty Council, College of Liberal Arts, 2017-2019

Departmental Service – Colorado State University

Interim Basic Course Director, Department of Communication Studies, Fall 2018

Faculty Representative, Graduate Committee, Department of Communication Studies, 2018-2019

Faculty Sponsor, Department Summer Writing Retreat, Department of Communication Studies, 2018

Faculty Representative, Basic Course Committee, Department of Communication Studies, 2017-2019

Faculty Representative, Scholarship Committee, Department of Communication Studies, 2016-2018

ARCHIVAL AND FIELD WORK

Manuscript Collections

National Archives and Records Administration, College Park, Maryland

Dwight D. Eisenhower Presidential Library, Abilene, Kansas

John F. Kennedy Presidential Library, Boston, Massachusetts

Richard Nixon Presidential Library, Yorba Linda, California

Ronald Reagan Presidential Library, Simi Valley, California

Franklin D. Roosevelt Presidential Library, Hyde Park, New York

Harry S. Truman Presidential Library, Independence, Missouri

Site-Specific Field Work

Berlin, Germany

Pointe du Hoc, France

Potsdam, Germany

PROFESSIONAL ASSOCIATION MEMBERSHIPS

2011- National Communication Association

2011- Rhetoric Society of America

2013- International Society for the History of Rhetoric

2014- American Society for the History of Rhetoric