

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
- 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

Books

The World Is Our Stage: The Global Rhetorical Presidency and the Cold War. Forthcoming from the University of Chicago Press in Spring 2023.

Reassessing Foreign Policy Rhetorics in the Global Era: Concepts and Case Studies. Co-editor with Sara L. McKinnon. In progress.

Under Review

“Writing New Histories of U.S. Presidential Foreign Policy Rhetoric.” Co-author with Mary E. Stuckey. Under review (submitted October 2021).

“Gambling on the Presidency: 2020 Election Betting and the ‘Fight’ to ‘Keep America Great.’” Co-author with Jason Kido Lopez. Under review (submitted December 2021).

Journal Articles

- 2021 Prasch, Allison M. “A Tale of Two Presidencies: Trump and Biden on the National Mall.” *Quarterly Journal of Speech* 107, no. 4 (2021): 472-479.
- 2021 Prasch, Allison M. “The Rise of the Global Rhetorical Presidency.” *Presidential Studies Quarterly* 50, no. 2 (2021): 327-356.
- 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.
- 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 Chapters

- 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.

Reviews

- 2022 Prasch, Allison M. "Book Review: *Lyndon Johnson, Vietnam, and the Presidency: The Speech of March 31, 1968* by David Zarefsky. Forthcoming in *Congress & the Presidency*.
- 2021 Prasch, Allison M. "Book Review: *The First Inauguration: George Washington and the Invention of the Republic* by Stephen Howard Browne. *Presidential Studies Quarterly* 51, no. 4 (2021): 948-949.
- 2021 Prasch, Allison M. "Book Review: *John F. Kennedy and the Liberal Persuasion* by John M. Murphy." *Journal for the History of Rhetoric* 24, no. 3 (2021): 336-338.
- 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.

HONORS, FELLOWSHIPS, AND GRANTS

Under Review

- 2022-23 Vilas Associates Award Competition, Office of the Vice Chancellor for Research and Graduate Education, University of Wisconsin-Madison

Received

- 2021 Fall Research Competition, Office of the Vice Chancellor for Research and Graduate Education, University of Wisconsin-Madison (\$16,883)
- 2021 Book Publishing Subvention Grant, Office for the Vice Chancellor for Research and Graduate Education, University of the Wisconsin-Madison (\$2,500)
- 2020 Fall Research Competition, Office of the Vice Chancellor for Research and Graduate Education, University of Wisconsin-Madison (\$33,566)
- 2019 First Book Program Award, Center for the Humanities, University of Wisconsin-Madison
- 2019 Fall Research Competition, Office of the Vice Chancellor for Research and Graduate Education, University of Wisconsin-Madison (\$12,836)
- 2018 Professional Development Program Award, College of Liberal Arts, Colorado State University (\$2,000)
- 2017 Golden Anniversary Monograph Award, National Communication Association
- 2017 Professional Development Program Award, College of Liberal Arts, Colorado State University (\$2,000)
- 2016 Outstanding Dissertation Award, American Society for the History of Rhetoric
- 2016 Professional Development Program Award, College of Liberal Arts, Colorado State University (\$880)
- 2015 Doctoral Dissertation Fellowship, The Graduate School, University of Minnesota (\$23,000)
- 2015 Scott, Jensen, Campbell Summer Fellowship, Department of Communication Studies, University of Minnesota (\$4,000)
- 2014 Doctoral Honors Seminar Participant, National Communication Association
- 2014 Graduate School Summer Fellowship, Department of Communication Studies, University of Minnesota (\$4,000)
- 2014 Karlyn Kohrs Campbell Graduate Student Teaching Award, Department of Communication Studies, University of Minnesota
- 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, University of Minnesota
- 2013 Graduate Research Partnership Program Summer Fellowship, College of Liberal Arts, University of Minnesota (\$4,000)
- 2012 Distinguished Master's Thesis Award Nominee, Department of Communication Studies, University of Minnesota
- 2003 Full Tuition Merit Scholarship (4 years), Hillsdale College

INVITED TALKS & MEDIA APPEARANCES

“Two Presidencies, Two Weeks, One Place: Trump and Biden on the National Mall.” Center for the Humanities, University of Wisconsin-Madison, March 19, 2021.

“Inaugural Addresses.” *Communication Matters* Podcast, National Communication Association, January 28, 2021.

“Visions and Views of America, as Told by Pres. Biden and 22-year-old poet.” NBC15 WMTV News Interview. January 21, 2021.

“President-elect Joe Biden Plans to Start Term with ‘America United’ Theme.” NBC15 WMTV News Interview. January 21, 2021.

“Staying with Unity Theme Essential for Biden.” Public News Network Radio Interview. January 19, 2021.

“Rhetorical Reflections on the 2020 Presidential Election.” Roundtable Discussion, Rhetoric Society of America, November 6, 2020.

“(Un)Norming the Presidency: Republicans, Democrats & the Paradox of Donald Trump.” Politics After Dark Lecture Series, Southern Methodist University School for the Arts, Dallas, TX. October 19, 2020.

“When a President Gets Sick.” A Public Affair Radio Interview, WORT 89.9, Madison, Wisconsin. October 13, 2020.

“Recapping the Vice Presidential Debate.” 6 O’Clock News Radio Interview, WORT 89.9, Madison, Wisconsin. October 8, 2019.

“Gearing Up for the 2020 Presidential Election.” Crossroads of Ideas Lecture Series, University of Wisconsin-Madison. September 24, 2020.

CONFERENCE PARTICIPATION

- 2022 “Nixon’s Opening to China.” Paper to be presented at the Rhetoric Society of America Conference, Baltimore, MD.
- 2021 “Reassessing Foreign Policy Rhetorics in the Global Era.” Preconference organizer and co-chair with Sara L. McKinnon. National Communication Association, Seattle, WA.
- 2020 “Spheres of Influence: U.S. Presidential Rhetoric Abroad as Political Spectacle.” Paper accepted for presentation at the Rhetoric Society of America Conference, Portland, OR. Conference subsequently canceled due to COVID–19 pandemic.
- 2020 “The Global Rhetorical Presidency.” Paper accepted for presentation at the Rhetoric Society of America Conference, Portland, OR. Conference subsequently canceled due to COVID–19 pandemic.
- 2020 “Competing Voices, Conflicting Ideologies: The Kennedy-Khrushchev Tours of Berlin, 1963.” Cold War Voices: Stories, Speech and Sound, 1945-1991, University of Bristol, UK.
- 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

- CA 360: Introduction to Rhetoric in Politics & Culture (F19; S20; F20; S21; F21; F22)
- CA 610: Rhetoric of the Cold War (F19)
- CA 610: U.S. Presidential Rhetoric & Foreign Policy (S20)
- CA 610: Rhetoric of the 2020 U.S. Presidential Election (F20)
- CA 610: Foreign Policy Rhetorics in a Global Era (F22)

Colorado State University

Graduate

- SPCM 601: History of Rhetorical Theory (F17)
- SPCM 612: Rhetorical Criticism (S19)
- SPCM 675: Speech Pedagogy (F18)
- SPCM 792: Theories and Methods of Archival Research (S19)

Undergraduate

- SPCM 201: Rhetoric in Western Thought (S17; F17, S18; F18; S19)
- SPCM 311: Historical Speeches on American Issues (F16)
- SPCM 412: Evaluating Contemporary Rhetoric (F16; S17; S18)

University of Minnesota

Undergraduate

- COMM 1101: Introduction to Public Speaking (F10; S11)
- COMM 1313W: Analysis of Argument (F11; S13)
- COMM 3401: Introduction to Communication Theory (Summer 2011, 2012)
- COMM 3605W: Persuasive Speaking & Speech Writing (F12; F13; S14; F14; S15)

ADVISING

Committee Member, Ph.D. Dissertation

Erin Gangstad
Dominique Salas

Committee Member, Ph.D. Qualifying Exams

Erin Gangstad

Advisor & Chair, M.A. Thesis

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

Committee Member, M.A. Thesis

Garrison Anderson
Kristina Lee
Amy Frederickson

SERVICE

Service to the Discipline

Editorial Board Member, *Recovering Democracy Archives*, 2019-

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

Editorial Board Member, *Rhetoric & Public Affairs*, 2018-2019; 2020-

Editorial Board Member, *Voices of Democracy*, 2021-

Membership Coordinator, American Society for the History of Rhetoric, 2017-2023

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

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

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

Journal of Communication Inquiry

2020 (x1)

Rhetoric Society Quarterly
2021 (x1)

Presidential Studies Quarterly
2018 (x1)
2021 (x1)

Conference Reviewing

American Society for the History of Rhetoric Conference (2019)

American Society for the History of Rhetoric Symposium (2018, 2022)

Rhetoric Society of America Biennial Conference (2018, 2020)

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

National Communication Association

American Society for the History of Rhetoric (2017, 2018, 2020)

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)

University of Wisconsin-Madison

Rhetoric, Politics & Culture Area Representative, Undergraduate Committee, 2021-

Faculty Representative, Human Subjects Committee, 2019-

Colorado State University

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

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

Faculty Sponsor, Department of Communication Studies Summer Writing Retreat, 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

Dwight D. Eisenhower Presidential Library, Abilene, Kansas
John F. Kennedy Presidential Library, Boston, Massachusetts
The National Archives and Records Administration, College Park, Maryland
The National Archives, Kew, United Kingdom
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
- 2014- American Society for the History of Rhetoric