

# MELISSA M. PARKS

Curriculum Vitae

Drexel University  
Department of Communication  
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Philadelphia, PA 19104  
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## ACADEMIC APPOINTMENTS

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- 2021-present Assistant Teaching Professor, Drexel University Department of Communication
- 2020-2021 Postdoctoral Scholar, University of California Santa Barbara Humanities and Social Change Center
- 2020-2021 Visiting Instructor, University of California Santa Barbara Department of Communication
- 2019-2020 Tanner Humanities Research Fellow, University of Utah Tanner Humanities Center
- 2016-2019 Graduate Student Instructor, University of Utah Department of Communication
- 2014-2016 Graduate Student Instructor, University of New Mexico Department of Communication and Journalism

## EDUCATION

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- Ph.D. Communication  
University of Utah, 2020  
Department of Communication
- M.A. Communication  
University of New Mexico, 2016  
Department of Communication and Journalism
- B.A. Creative Writing  
University of California Riverside, 2008  
Department of Creative Writing

## PUBLICATIONS

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### Refereed Journal Articles

- Krall, M. A., **Parks, M. M.**, Krebs, E., Mann, B. W., Maison, K., & Jensen, R. E. (2022). Science in the mail: International stamps and public scientific communication in the twentieth century. *Public Understanding of Science*, *31*(2), 136-151.
- Parks, M. M.** (2021). Ecocultural adjustment: Revisiting acculturation through a Peace Corps sojourn. *Text and Performance Quarterly*, *40*(4), 364-383.
- Mann, B., Krall, M., **Parks, M. M.**, Krebs, E., Merryweather, K., & Jensen, R. E. (2021). Making science a public matter: Place-making as rhetorical strategy in the National Historic Chemical Landmarks Program. *Science Communication*, *43*(3), 336-357.
- Jensen, R. E., Maison, K., Mann, B. W., Krall, M. A., & **Parks, M. M.** (2021). Medicalization's communicative infrastructure: Seventy years of "brain chemistry" in the *New York Times*. *Health Communication*, *36*(3), 272-279.
- Parks, M. M.** (2020). Explicating ecoculture: Tracing a transdisciplinary focal concept. *Nature + Culture*, *15*(1), 54-77.
- McGreavy, B., Kelley, S. Ludden, J., Card, D., Cogbill-Seiders, E., Derk, I., Gordon, C., Haynal, K., Krzus-Shaw, K., **Parks, M. M.**, Petts, A., Ross, D. G., Walker, K. (2020). No(t) camping: Engaging intersections of housing, transportation, and environmental justice through critical praxis. *The Review of Communication*, *20*(2), 119-127.
- Jensen, R. E., **Parks, M. M.**, Mann, B., Maison, K., & Krall, M. (2019). Mapping *Nature's* scientist: The posthumous demarcation of Rosalind Franklin's crystallographic data. *Quarterly Journal of Speech*, *105*(3), 297-318. **2020 Article of the Year, NCA Association for the Rhetoric of Science, Technology, and Medicine (ARSTM)**
- Jensen, R. E., Martins, N., & **Parks, M. M.** (2018). Public perception of female fertility: Initial fertility, peak fertility, and age-related infertility. *Archives of Sexual Behavior*, *47*(5), 1507-1516.
- Castro-Sotomayor, J., Hoffman, J., **Parks, M. M.**, Seibert, M., Thomas, M., & Milstein, T. (2018). Embodying education: Performing environmental meanings, knowledges, and transformations. *The Journal of Sustainability Education*, Special Issue: Art, Social Change, and Vision of Sustainability.

### Book Chapters

- Parks, M. M.** (2020). Critical ecocultural intersectionality. In T. Milstein & J. Castro-Sotomayor (Eds.) *The Routledge Handbook of Ecocultural Identity* (pp. 104-113). New York: Routledge. **2020 National Communication Association Christine L. Oravec Book Award in Environmental Communication.**

Milstein, T., Alhinai, M., Castro, J., Griego, S., Hoffmann, J., **Parks, M. M.**, Siebert, M. & Thomas, M. (2017). Breathing life into learning: Ecocultural pedagogy and the inside-out classroom. In T. Milstein, M. Pileggi, & E. Morgan (Eds.), *Environmental Communication Pedagogy and Practice*. (pp. 45-62). New York: Routledge.

### Under Review

Cullinan, M., **Parks, M. M.**, Merryweather, K., Krall, M., Krebs, E., Mann, B., Jensen, R. Know more in '74: Communicating benevolent sexism in Dow Chemical's first internal affirmative-action campaign. Revised and resubmitted to *Management Communication Quarterly*.

## CONFERENCE ACTIVITY

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### Competitively Selected Papers

**Parks, M. M.** (2022). Cultivating scientific racism in the public sphere: Madison Grant's pseudoscientific mediation. Western States Communication Association (WSCA), Portland, OR. Rhetoric, Culture, and Advocacy Division.

Maison, K., Cullinan, M., **Parks, M. M.**, Krebs, E., Krall, M., Mann, B., & Jensen, R. E. (2021). Seedlings in the corporate forest: Communicating benevolent sexism in Dow Chemical's "Know More in '74" affirmative-action campaign. National Communication Association (NCA), Seattle, WA. Organizational Communication Division.

**Parks, M. M.** & Cullinan, M. (2021). Art-as-pedagogy for environmental activism: The rhetoric of Washed Ashore's ocean plastics exhibition. International Environmental Communication Association's (IECA) Conference on Communication and the Environment (COCE), virtual. **Outstanding Paper Award.**

**Parks, M. M.** (2019). Manufacturing resilience: Survival rhetoric in the Redwood Genome Project. National Communication Association (NCA), Baltimore, MD. Environmental Communication Division.

Krall, M., **Parks, M. M.**, Krebs, E., Mann, B., Maison, K., & Jensen, R. (2019). The rhetoric of scientific postage stamps: The Witco Stamp Collection as reflecting and contributing to a public understanding of science. National Communication Association (NCA), Baltimore, MD. **Top Paper, Association for the Rhetoric of Science, Technology, and Medicine (ARSTM).**

Krebs, E., **Parks, M. M.**, Krall, M., Jensen, R., Mann, B., & Maison, K. (2019). Capitalizing on a kairos of American chaos: Dow Chemical ads from the 1930s and 1940s as constituting a public vocabulary of science. National Communication Association (NCA), Baltimore, MD. **Top Paper, American Studies Division.**

- Mann, B., Krall, M., Krebs, E., Maison, K., **Parks, M. M.**, & Jensen, R. (2019). Making science a public matter: Place-making as rhetorical strategy in the National Historic Chemical Landmarks Program. National Communication Association (NCA), Baltimore, MD. Public Address Division.
- Parks, M. M.** (2019). Sarcasm as ideological argumentation: Commentary on the Redwood Genome Project. Alta Argumentation Conference. Alta, UT.
- Parks, M. M.** (2019). Tracing a discursive term: An ecological explication of the more-than-human construct. International Environmental Communication Association's (IECA) Conference on Communication and the Environment (COCE), Vancouver, BC.
- Parks, M. M.** (2019). Ecocultural adjustment: Revisiting acculturation through a Peace Corps sojourn. International Environmental Communication Association's (IECA) Conference on Communication and the Environment (COCE), Vancouver, BC.
- Jensen, R. E., Maison, K., Mann, B., Krall, M. & **Parks, M. M.** (2019). Medicalization's communicative infrastructure: Seventy years of 'brain chemistry' in the *New York Times*. International Communication Association (ICA), Washington, DC. Health Communication Division.
- Parks, M. M.** (2018). Osteopathic medicine and A. T. Still: Early legitimization rhetoric. National Communication Association (NCA), Salt Lake City, UT. Association for the Rhetoric of Science, Technology, and Medicine (ARSTM)
- Jensen, R. E., **Parks, M. M.**, Mann, B., Maison, K. & Krall, M. (2018). Mapping *Nature's* scientist: The posthumous demarcation of Rosalind Franklin's crystallographic data. National Communication Association (NCA), Salt Lake City, UT. Public Address Division.
- Parks, M. M.** (2018). 'More-than-human' as a rhetorical move: Tracing and operationalizing terminology. American Association of Geographers (AAG), New Orleans, LA.
- Parks, M. M.** (2017). Explicating ecoculture: Defining a focal concept in communication. Western States Communication Association (WSCA), Santa Clara, CA. Environmental Communication Division.
- Parks, M. M.** (2017). Explicating environment: An interdisciplinary intervention. National Communication Association (NCA), Dallas, TX. Environmental Communication Division.
- Parks, M. M.** (2017). Walls of mud: Human-nature boundaries of place and space. Western States Communication Association (WSCA), Salt Lake City, UT. Environmental Communication Division.
- Parks, M. M.** (2016) Ecoculture shock: Exploring the relationship between nature and cultural adjustment. Western States Communication Association (WSCA), San Diego, CA. **Top Debut Paper, Environmental Communication Division.**

### Conference Panels and Performances

- Blevins, M., **Parks, M. M.**, Bergstrom, M., Hernández, L., McDermott, V., & May, A. (2022). Cultivating engaged education: Using field stations for environmental communication courses and scholarship (discussion panel). Western States Communication Association (WSCA), Portland, OR.
- Thomas, M. O., **Parks, M. M.**, Ingraham, C., Halm, M., Hatley, A., & Endres, D. (2021). The language of roots and pollen: Towards transformative theories of plant communication (discussion panel). National Communication Association (NCA), Seattle, WA.
- Haynal, K., Derek, I., **Parks, M. M.**, Cognbill-Seiders, E., Ross, D., Petts, A., Card, D., Ludden, J. R. (2020). City in the City: Against urban renewal by rhetorical invention of hospitable places (discussion panel). Rhetoric Society of America (RSA). Portland, Oregon. *Conference cancelled due to COVID-19.*
- Milstein, T., **Parks, M. M.**, Bridgemar, L., Thomas, M., Hoffman, J., Carlin, C., Griego, S. R., Seibert, M., Carr, J., & Castro-Sotomayer, J. (2018). Ecocultural identity: Radical epistemologies and ecological beings (discussion panel). American Association of Geographers (AAG), New Orleans, LA.
- Cullinan, M., Hoffman, J., **Parks, M. M.**, Seibert, M., Thomas, M., & Wagner, K. (2018). Explorations into ecocentric methodologies: Detangling tensions between the symbolic and material, non-human agency, and more-than-human methodologies (discussion panel). Western States Communication Association (WSCA), Santa Clara, CA.
- Parks, M. M.**, Ringer, A., Hayden, S., Blumling, A., & Dickman, M. (2017). Machines, disease, sex, and pregnancy: The legacy and future of (re)coding bodies (paper panel). National Communication Association (NCA), Dallas, TX.
- Ringer, A., **Parks, M. M.**, Thomas, M., Seibert, M., Corbett, J., & Day, A. (2017). Magic in the margins: An exploration of nature, gender, and magic (discussion panel). Western States Communication Association (WSCA), Salt Lake City, UT.
- Francis, M., **Parks, M. M.**, Ringer, A., Thomas, M., & Williams, E. (2016). Wild stories: Gender and sexuality in nature (discussion panel). Western States Communication Association (WSCA), San Diego, CA.
- Castro, J., Hoffman, J., Milstein, T., **Parks, M. M.**, Seibert, M. & Thomas, M. (2015). Rediscovering querencia: Narratives of displacement and dwelling in ecocultural scholarship from the American Southwest (discussion panel), International Environmental Communication Association's (IECA) Conference on Communication and the Environment (COCE), Boulder, CO.
- Castro, J., Hoffman, J., Milstein, T., **Parks, M. M.**, Seibert, M. & Thomas, M. (2015). When I say nature, I mean... (performance), International Environmental Communication

Association's (IECA) Conference on Communication and the Environment (COCE),  
Boulder, CO.

### Other Conference Activity

- 2019      *Participant:* Inaugural RSA Project in power, place, and publics: Rhetorical cartographies of the University of Nevada Reno campus master plan. Environmental justice working group.
- 2018      *Preconference Co-Planner and Co-Chair:* "Where the deer and the antelope (and the people) play: Tensions between recreation and conservation at Antelope Island State Park." National Communication Association (NCA) Environmental Communication Division.
- 2017      *Participant:* Interdisciplinary Place-Based Education Research Cooperative, University of Utah, Bonderman Field Station at Rio Mesa.

## TEACHING EXPERIENCE

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### Assistant Teaching Professor

2022-present    Department of Communication, Drexel University

COM 111: Principles of Communication  
 COM 230: Techniques of Speaking  
 COM 318: Film, Celebrity, and the Environment  
 COM 320: Science Writing  
 COM 400: Communicating Health and Risk in a Fake News Era (undergrad)  
 COM 518: Communicating Health and Risk in a Fake News Era (grad)

### Associate Instructor/Instructor of Record

2021      Department of Communication, University of California Santa Barbara

COMM 160: Ecocultural Communication  
 COMM 164: Communicating Science and the Environment

2016-2020    Department of Communication, University of Utah

COMM 1020: Principles of Public Speaking  
 COMM 3115: Science, Health, and Environmental Communication  
 COMM 3190: Intercultural Communication  
 COMM 4590: Writing for Strategic Communication

2014-2016 Department of Communication and Journalism, University of New Mexico  
CJ 130: Principles of Public Speaking  
CJ 130-606: Public Speaking/Psychology First-year Learning Community

**Teaching Assistant**

2016-2019 Department of Communication, University of Utah  
COMM 2580: Strategic Communication Theory and Practice  
COMM 3110: Interpersonal Communication  
COMM 3115: Science, Health, and Environmental Communication  
COMM 5665: Social Media Journalism

2014-2016 Department of Communication and Journalism, University of New Mexico  
CJ 313: Ecocultural Communication  
CJ 323: Nonverbal Communication

**Field Instruction**

2018-2021 Field Education Facilitator, University of Utah Taft-Nicholson Center for Environmental Humanities Education

**International Instruction**

2011-2013 US Peace Corps Volunteer Teacher Development Facilitator, Malawi, Africa  
2008-2009 Instructor of English as a Second Language Instruction, The British House, Alcalá de Henares, Spain

**CONSULTING**

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2015-2016 *Communication Consultant*, Anderson School of Management, University of New Mexico

**MENTORSHIP**

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2019-2020 Undergraduate Research Mentor Development Program  
2018-2020 University Academic Advising Community

## SELECT COMPETITIVE AWARDS AND GRANTS

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- 2021 Outstanding Paper Award  
Conference on Communication and the Environment (COCE)  
International Environmental Communication Association (IECA)  
Co-author: Cullinan, M.
- 2020 Dissertation Award in Environmental Communication  
National Communication Association
- 2020 Article of the Year  
Association for the Rhetoric of Science, Technology, and Medicine (ARSTM),  
National Communication Association  
Co-authors: Jensen, R. E., Mann, B., Maison, K., & Krall, M.
- 2020 Outstanding Graduate Student Research Award  
Department of Communication, University of Utah
- 2019 Tanner Humanities Center Graduate Student Research Fellowship  
University of Utah
- 2019 Early Career Grant  
The National Geographic Society  
Co-author: Cullinan, M.
- 2019 Benson-Campbell Dissertation Research Award  
Public Address Division, National Communication Association
- 2019 Pendell Endowed Scholarship  
Department of Communication, University of Utah
- 2019 Top Paper  
American Studies Division, National Communication Association  
Co-authors: Krebs, E., Krall, M., Jensen, R., Mann, B., & Maison, K.
- 2019 Top Paper  
Association for the Rhetoric of Science, Technology, and Medicine (ARSTM),  
National Communication Association  
Co-authors: Krall, M., Krebs, E., Mann, B., Maison, K., & Jensen, R.
- 2019 Graduate Student Publication Award  
Department of Communication, University of Utah
- 2018 Outstanding Graduate Service Award  
Department of Communication, University of Utah



- 2016 Top Debut Paper  
Environmental Communication Interest Group, Western States  
Communication Association
- 2012 Peace Corps Partnership Program Grant  
US Peace Corps

## INVITED LECTURES

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- 2019 Genetics Ecologies of the Redwood Conservation Movement  
Red Rocks Lakes Wildlife Refuge Science Wednesday Lecture Series  
Taft-Nicholson Center for Environmental Humanities Education
- 2019 Genetics Ecologies of the Redwood Conservation Movement  
Summer Intensive Painting Residency  
Taft-Nicholson Center for Environmental Humanities Education
- 2018 Blurring Boundaries: Ecocultural Communication  
Red Rocks Lakes Wildlife Refuge Science Wednesday Lecture Series  
Taft-Nicholson Center for Environmental Humanities Education
- 2018 Communication and the Environment: The Problem with Wilderness  
Science, Health, and Environmental Communication, Dr. Robin Jensen  
Department of Communication, University of Utah

## RESEARCH ASSISTANTSHIPS

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- 2017-2018 Adaptation, Mitigation, and Biophysical Feedbacks in the Changing Bonneville  
Salt Flats (NSF Coupled Natural Human Systems, 2016-2020, \$1,500,000; Dr.  
Brenda Bowen, Lead PI), with Dr. Kevin DeLuca (Communication Research),  
University of Utah

## SERVICE

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### Journal Reviewer

- 2021-present *Public Understanding of Science*
- 2021-present *Communication Monographs*
- 2020-present *Nature + Culture*

**Conference Reviewer**

- 2020-present International Communication Association (ICA) Philosophy, Theory, and Critique Division
- 2019-present National Communication Association (NCA) Association for Rhetoric, Technology, and Medicine (ARSTM)
- 2018-present National Communication Association (NCA) Environmental Communication Division
- 2018 International Communication Association (ICA) Environmental Communication Division
- 2017-2018 Western States Communication Association (WSCA) Environmental Communication Interest Group
- 2018 Western States Communication Association (WSCA) Undergraduate Scholars' Research Conference (USRC)

**Committee Membership**

- 2021-present Association of Rhetoric, Science, Technology, and Medicine (ARSTM) Article of Year Award Committee, National Communication Association (NCA)
- 2020-present Diversity, Inclusion, and Outreach Committee, National Communication Association (NCA) Environmental Communication Division
- 2018-2020 Nominating Committee, National Communication Association (NCA) Environmental Communication Division
- 2018-2020 Graduate Student Representation and Outreach Committee, National Communication Association (NCA) Environmental Communication Division
- 2017-2020 Sustainability Committee, National Communication Association (NCA) Environmental Communication Division
- 2017-2018 Outreach Committee, International Environmental Communication Association (IECA)

**Conference Volunteer**

- 2019 Alta Argumentation Conference
- 2017-2019 National Communication Association (NCA)
- 2017, 2018 Western States Communication Association (WSCA) Conference

2017 Energy Democracy: Creating a Research Agenda

**University and Department**

2019 Reviewer, Outstanding Advisor Awards, University Academic Advising  
Community, University of Utah

2017-2019 Graduate Student Mentor for Incoming Graduate Classes, 3 cohorts,  
University of Utah

2017-2018 Peer-Elected Representative, Graduate Student Advisory Committee (GSAC),  
University of Utah

**ACADEMIC MEMBERSHIPS**

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2016-2022 National Communication Association

2016-2022 International Environmental Communication Association

2016-2022 Western States Communication Association

2018-2021 Rhetoric Society of America

2018-2021 Association of Rhetoric, Science, Technology, and Medicine

2016-2020 International Communication Association

2017-2019 American Association of Geographers