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| **Shannon Lodoen, PhD** Department of Humanities and Communication Embry-Riddle Aeronautical University, Prescott Campus Prescott, Arizona, United States, 86301 Email: lodoens@erau.edu Phone: +1 928 632 6263 |

**Academic Appointments**

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| 2024-Present | Assistant Professor (Tenure-Track) of Rhetoric and Composition, Embry-Riddle Aeronautical University |

**Educational Background** <div align=”left”></div>

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| 2019-2024 | **Doctor of Philosophy, English**  University of Waterloo, Waterloo, Canada  Dissertation: “Subjectivity Under the Smartphone: The Rhetorical Construction of Subjects Through Digital Communications Technologies”  *Committee: Dr. Andrew McMurry (Supervisor), Dr. Lai-Tze Fan, Dr. Winfried Siemerling (Readers)* |
| 2017-2019 | **Master of Arts, Theory and Criticism**  University of Western Ontario, London, Canada  Master’s Thesis: “The Myths that Make ‘Us’: An Examination of Canadian National Identity”  *Committee: Dr. Jan Plug, Dr. Michael Gardiner (Co-Supervisors)* |
| 2012-2016 | **Bachelor of Arts, Honors English Literature and Rhetoric**  University of Waterloo, Waterloo, Canada |

**Research**

**Peer Reviewed Publications**

*Journal Articles*

Lodoen, S. (2023). “Post-Apocalyptic Fiction and the Limits of Optimism: A Pessimistic Reading of Cormac McCarthy’s *The Road*.” *Critique: Studies in Contemporary Fiction*, *64*(1), p. 85-97, doi:10.1080/00111619.2021.1944042

Lodoen, S. (2021). “Power and Progress in the First, Second, and Third Universities: A Case Study of the University of Waterloo.” *Journal of Multimodal Rhetorics*, *4*(3), p. 43-59, http://journalofmultimodalrhetorics.com/4-2-issue-lodoen

*Conference Proceedings*

Lodoen, S., and A. Orchard. (Forthcoming). “Persuasion and Ethics in Reinforcement Learning from Human Feedback: A Procedural Rhetorical Approach.” *Proceedings from IEEE-ETHICS 2025*.

Lodoen, S. (Forthcoming). “The Rhetoric of Smartphones: Modalities for Investigating Persuasive Design.” *Proceedings from ACM Special Interest Group on Design of Communication (SIGDOC) 2025.*

*Book Chapters*

Lodoen, S. (2024). “Settler Colonialism, Resource Extraction, and the Future of Canada: Reading Cherie Dimaline’s *The Marrow Thieves.*” *Days of Future Pasts*, eds. Ian Macdonald and Kate Polak, Liverpool University Press.

**Presentations**

*Conferences*

[18] Lodoen, S. (Forthcoming, October 2025). “The Rhetoric of Smartphones: Modalities for Investigating Persuasive Design.” *ACM Special Interest Group on Design of Communication* (*SIGDOC)*, Lubbock, TX.

[18] Lodoen, S. (Forthcoming, September 2025). “Combatting the Digital Default: To What Extent is Smartphone Refusal Possible?” *Society for Social Studies of Science*, Seattle, WA.

[17] Lodoen, S. (2025). “Drowning in a Sea of Data: Today’s Digital Subjects” (Colloquium). *Twenty-Third International Conference on New Directions in the Humanities*, Hilo, HI.

[16] Lodoen, S., and A. Orchard. (2025). “Ethics and Persuasion in Reinforcement Learning from Human Feedback: A Procedural Rhetorical Approach.” *IEEE ETHICS-2025*, Evanston, IL.

[15] Lodoen, S. (2025). “Pedagogues as Procedural Rhetors: Reframing the Composition Classroom Experience.” *Canadian Society for the Study of Rhetoric Annual Conference*, Congress of the Humanities and Social Sciences, Toronto, ON. [Online]

[14] Lodoen, S. (2025). “Poster Presentation: Using Minecraft Education in Technical Communication Courses.” *4th Annual CTLE Teaching and Learning Showcase*, Prescott, AZ.

[13] Lodoen, S. (2024). “An Altered Sense of Consequence: Procedural Rhetoric in the Smartphone Society.” *Canadian Society for the Study of Rhetoric Annual Conference*, Congress of the Humanities and Social Sciences, McGill University, QC.

[12] Lodoen, S. (2023). “The Benefits of Alternative, Authentic Assessments in Online English Literature Courses.” *Association of Canadian College and University Teachers of English Annual Conference*, Congress of the Humanities and Social Sciences, York University, ON.

[11] Lodoen, S. (2023). “*Kairos* and Constancy in the Digital Age.” *Canadian Society for the Study of Rhetoric Annual Conference*, Congress of the Humanities and Social Sciences, York University, ON.

[10] Lodoen, S. (2023). “Smartphones as Persuasive Technologies: A Rhetorical Framework.” *Canadian Communication Association Annual Conference*, Congress of the Humanities and Social Sciences, York University, ON.

[9] Lodoen, S. (2023). “Cross Disciplinary Applications of the Frankfurt School in Research and Pedagogy.” *The 15th International Critical Theory Conference of Rome*, Rome, IT.

[8] Lodoen, S. (2022). “A Rhetorical Reconsideration of Smartphones: Constancy, Customizability, and Consequentiality in the Digital Age.” *Canadian Society for the Study of Rhetoric Annual Conference*. [Online]

[7] Lodoen, S. (2022). “Instrumental Rationality and Contemporary Smartphone Practices.” *The 14th International Critical Theory Conference of Rome*, Rome, IT.

[6] Lodoen, S. (2022). “Engage, Exchange, Enjoy, Repeat: A New Formula for Happiness in the Digital Age.” *Pop Culture Association of America Annual Conference*. [Online]

[5] Lodoen, S. (2022). “Encounters” (Creative Poetry). *Pop Culture Association of America Annual Conference*. [Online]

[4] Lodoen, S. (2022). “Tools of Tech: Smartphones, Social Media, and Instrumental Rationality.” *Futures of Media Conference*. [Online]

[3] Lodoen, S. (2021). “Where is ‘Here’ and Who is ‘We’? Rhetorically Constructing a Unified Canada.” *Canadian Society for the Study of Rhetoric Annual Conference*, Congress of the Humanities and Social Sciences. [Online]

[2] Lodoen, S. (2021). “Settler Colonialism, Climate Fiction, and the Future of Canada: Reading Cherie Dimaline's *The Marrow Thieves*.” *Modern Language Association Annual Conference*. [Online]

[1] Lodoen, Shannon. (2019). “Of Myths and Mounties: An Examination of Canada(')s Past.” *Coding-Decoding-Recoding Conference*, London, ON.

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*Public Lectures*

[5] Lodoen, S. (2024). “An Altered Sense of Consequence: Agency, Expectation, and Experience in the Smartphone Society.” *Projects & Research by English Students* Lecture Series, University of Waterloo.

[4] Lodoen, S. (2022). “Constancy, Customizability, and Consequentiality in the Digital Age: A Rhetorical Reconsideration of Smartphones.” *Projects & Research by English Students* Lecture Series, University of Waterloo.

[3] Lodoen, S. (2022). “The Future of Work.” Café-Philo, City of Kitchener. (Moderator)

[2] Lodoen, S. (2022). “Alternative, Authentic Assessments in First-Year, Online English Literature Courses.” Center for Teaching Excellence, University of Waterloo.

[1] Lodoen, S. (2019). “Selling Ourselves (Out): The Mutability and Marketability of Contemporary Canadian Culture.” ‘*Theory Sessions’ Speaker Series*, University of Western Ontario.

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**Non-Peer Reviewed Contributions**

*Invited Articles*

Lodoen, S. (2024). “Analyzing Smartphones as Persuasive Technologies: A Rhetorical Perspective.” *IEEE Technology and Society Magazine*, vol. 44, no. 1, pp. 33-42, March 2025, doi: 10.1109/MTS.2025.3538933.

*Book Reviews*

Lodoen, S. (2022). “Illusions & Made-Up Truths.” *Canadian Literature: A Quarterly of Criticism and Review*, <https://canlit.ca/article/illusions-and-made-up-truths/>.

Lodoen, S. (2021). “yearning distilled to its essence.” *Canadian Literature: A Quarterly of Criticism and Review*, <https://canlit.ca/article/yearning-distilled-to-its-essence.>

*Podcasts*

Lodoen, S., and R. Simoes (Host). (2025). “Rhetoric of Smartphones, Convergence, Culture, and Technology.” Spotify. [https://open.spotify.com/episode/4QAUyYGhg1Ya0hWhACn7F5?  
si=4gPf2JKPRnuoMGB90GZA2g](https://open.spotify.com/episode/4QAUyYGhg1Ya0hWhACn7F5?si=4gPf2JKPRnuoMGB90GZA2g)

**Research Assistantship**

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| Fall 2022 | “Critical by Design” Research Project (SSHRC Funded), Dr. Marcel O’Gorman and Dr. Heather Love, University of Waterloo. |

Teaching

**Teaching Experience**

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| *Embry-Riddle Aeronautical University – Assistant Professor, Rhetoric & Composition* | |  |
| Sum. 2025 | COM 221: “Introduction to Technical Report Writing” | |
| Spring 2025 | COM 221: “Introduction to Technical Report Writing” | |
| Spring 2025 | COM 430: “Advanced Communication: Mechanical Engineering Capstone” | |
| Fall 2024 | COM 122: “Introduction to English Composition” (*3 sections*) | |
| Fall 2024 | COM 221: “Introduction to Technical Report Writing” | |
| *University of Waterloo – Sessional Instructor, Department of English* | |  |
| Spring 2024 | ENGL 101B: “Introduction to Rhetorical Studies” | |
| Fall 2023 | ARTS 130: “The Rhetoric of Smartphones” (‘Arts First’ Program) | |
| Spring 2023 | ENGL 191: “Communication for Architectural Engineers” | |
| Fall 2022 | ENGL 109: “Introduction the Academic Writing” | |
| *University of Waterloo – Teaching Assistant, Department of English* | |  |
| Fall 2021 | ENGL 230: “Pleasure of Poetry” / ENGL 410: “Eighteenth  Century Women Writers” | |
| Fall 2021 | ENGL 292: “Introduction to Rhetorical Studies” | |
| Spring 2021 | ENGL 193: “Communication in the Life Sciences” | |
| Spring 2020 | ENGL 306C: “Contemporary Rhetoric” | |
| *University of Western Ontario – Sessional Instructor, Center for Theory & Criticism* | |  |
| Spring 2019 | ANTHRO 2267: “Anthropology of Zoos” | |
| Fall 2017 | FILM 2254F: “Classical Hollywood Film” | |
| *Self-Employed – Tutor* | |  |
| 2015-2016 | Conversational English (ESL) and Essay Writing. | |

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| **Workshop Facilitation**  *University of Waterloo – TA Workshop Facilitator, Center for Teaching Excellence* | |  |
| Sum. 2022 | CTE1126: “Classroom Delivery Skills” (Co-Facilitator) | |
| Sum. 2022 | CTE2160: “Collecting Feedback on Your Teaching” (Co-Facilitator) [Online] | | |
| Sum. 2022 | CTE1106: “Giving and Receiving Feedback” [Online] | |
| Sum. 2022 | CTE1190: “Effective Question Strategies” (Co-Facilitator) [Online] | |
| Fall 2022 | CTE1126: “Classroom Delivery Skills” (Co-Facilitator) | |
| Fall 2022 | CTE2160: “Collecting Feedback on Your Teaching” (Co-Facilitator) [Online] | | |
| Fall 2022 | CTE1106: “Giving and Receiving Feedback” (Co-Facilitator) [Online] | |
| Fall 2022 | CTE1088: “Facilitating Effective Discussions” (Co-Facilitator) | |
| Spring 2023 | CTE2170: “From TA to Course Instructor” (Panel Moderator) [Online] | |
| Spring 2023 | CTE1226: “Classroom Delivery Skills” (Co-Facilitator) | |
| Spring 2023 | CTE1106: “Giving and Receiving Feedback” (Co-Facilitator) | |
| Spring 2023 | CTE1088: “Facilitating Effective Discussions” (Co-Facilitator) | |
| Spring 2023 | CTE1190: “Effective Question Strategies” (Co-Facilitator) [Online] | |

**Guest Lectures**

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| Sum. 2025 | “HRI for Behavioral Change: Procedural Rhetoric and Captology in Robotics Design.” ID 8803: “Human-Robot Interaction Design & Research Method.” Georgia Institute of Technology [Online] |
| Spring 2023 | “Navigating Funding Applications.” Professionalization Milestone, University of Waterloo |
| Fall 2023 | “Navigating SSHRC Applications.” English Department Orientation, University of Waterloo |
| Spring 2022 | “Social Media and Identity in Starter Pack Memes.” ENGL 295: “Social Media.” University of Waterloo |
| Fall 2021 | “Poetic Gifts: Metaphor.” ENGL 230: “Pleasure of Poetry.” University of Waterloo |
| Spring 2021 | “Science and Storytelling.” ENGL 193: “Communication in the Life Sciences.” University of Waterloo |
| Fall 2020 | “Nietzsche and Rhetoric: ‘On Truth and Lying in a Nonmoral Sense.’” ENGL 306C: “Contemporary Rhetoric.” University of Waterloo |

**Teaching Certifications**

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| --- | --- |
| 2021-2022 | Certificate in University Teaching (CUT) Program, University of Waterloo |
| 2020-2021 | Fundamentals of University Teaching (FUT) Certification, University of Waterloo |
| 2019-2020 | English Department Pedagogy Milestone, University of Waterloo |
| 2019-2020 | English Department Teaching Assistant Training, University of Waterloo |

**Grants, Awards, and Scholarships**

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| **Federal and Provincial Competitive Grants** | | |  | |
| 2022-2024 | Social Science and Humanities Research Council (SSHRC) Doctoral Fellowship, Government of Canada ($20,000 CAD per year) | | | |
| 2022-2023 | Ontario Graduate Scholarship, Government of Ontario ($15,000 CAD per year) – *turned down for SSHRC scholarship* | | | |
| 2020-2022 | Ontario Graduate Scholarship, Government of Ontario ($15,000 CAD per year) | | | |
| 2018-2019 | Social Science and Humanities Research Council (SSHRC) Master’s Scholarship ($17,500 CAD) | | | |
| **Conference and Association Awards** | |  | | |
| 2023-2024 | Congress Graduate Merit Award, Federation for the Humanities and Social Sciences – Canadian Communication Association ($500 CAD) | | | |
| 2021-2022 | Graduate Paper Award, Canadian Society for the Study of Rhetoric ($175 CAD) | | | |
| 2021-2022 | Congress Graduate Merit Award, Federation for the Humanities and Social Sciences – Canadian Society for the Study of Rhetoric ($500 CAD) | | | |
| **Institutional Awards and Scholarships** | | | |  |
| 2023-2024 | David Nimmo Award, University of Waterloo ($2,000 CAD) | | | |
| 2021-2022 | Gladys Srivastava Award, University of Waterloo ($5,000 CAD) | | | |
| 2020-2024 | President’s Graduate Scholarship, University of Waterloo ($5,000 CAD per year) | | | |
| 2020-2022 | Beltz Prize in Literature, University of Waterloo ($400 and $200 CAD, respectively) | | | |
| 2020-2021 | Rhetoric Essay Award, University of Waterloo ($400 CAD) | | | |
| 2019-2020 | Provost Doctoral Entrance Award for Women, University of Waterloo ($5,000 CAD) | | | |
| 2013-2016 | Dean’s Honors List, University of Waterloo | | | |
| 2013-2015 | Academic All-Canadian, University of Waterloo | | | |
| 2012-2016 | Academic Scholarships, St Jerome’s ($500-$1000 CAD per year) | | | |
| 2012-2013 | University of Waterloo Athletics Rookie of the Year | | | |

Professional Activity

Institutional Service

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| Spring 2025 | Member, Hiring Committee for Humanities and Communication (2 positions), Embry-Riddle Aeronautical University |
| Spring 2025 | Member, Hiring Committee for Mechanical Engineering (2 positions), Embry-Riddle Aeronautical University |
| Fall 2024 | Student Work Evaluator (COM 122), *Writing Matters* QEP, Embry-Riddle Aeronautical University |
| 2021-2023 | Founder and Chair, *Projects and Research by English Students* (PRES) Lecture Series, University of Waterloo |
| 2012-2014 | Presenter, Team-Up Varsity Outreach Program, University of Waterloo Varsity Athletics |

Association Service

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| 2025-Present | Vice President, Canadian Society for the Study of Rhetoric |
| 2025-Present | Newsletter Editor in Chief, IEEE Society for Social Implications of Technology |
| 2024-2025 | Executive Board Member, Canadian Society for the Study of Rhetoric |
| 2023-2024 | Associate Newsletter Editor, IEEE Society for Social Implications of Technology |
| 2023-2024 | Student Representative, Canadian Society for the Study of Rhetoric |
| 2022-Present | Advisory Committee, Canadian Society for the Study of Rhetoric |
| 2022-2024 | Conference Planning Committee, Canadian Society for the Study of Rhetoric |
| 2021 | Volunteer, IEEE International Symposium on Technology and Society (ISTAS) |

**Certifications**

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| 2023-2024 | Four Seasons of Indigenous Learning |
| 2022-2023 | Tech Stewardship Practice Program |

**Corporate Work Experience**

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| 2016-2017 | Marketing Analyst and Client Onboarding Specialist, BBG Management Corporation |

**Languages**

English, written and spoken

French (B1), written and spoken