Lora Arduser, PhD

Associate Professor | Director of the Professional and Technical Writing Program

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**Education**

Ph.D., Technical Communication and Rhetoric, Texas Tech University, 2011

M.A., English (Professional Writing), University of Cincinnati, 2007

M.A., Anthropology, University of Cincinnati, 1992

B.A., English Literature, University of Cincinnati, 1985

**Professional Appointments**

Director, Professional and Technical Writing Program (2016-present)

Associate Professor, University of Cincinnati (2017-present)

Assistant Professor, University of Cincinnati (2012-2017)

Assistant Professor, Educator, University of Cincinnati (2007-2012)

**Research and Teaching Areas**

Rhetoric of health and medicine **|** science and medical discourse **|** gender and technology

**|** technical and professional writing pedagogy

**Works in Progress**

**Special Issue**

*Rhetoric of Health and Medicine (RHM)* Special Issue on the Rhetoric of Chronicity. (Guest editing with Jeff Bennett)

**Edited Collection**

*Rewriting Work.* In negotiations withthe editors for the Foundations and Innovations in Technical and Professional Communication series of the WAC Clearinghouse.

**Monograph**

*The Rhetoric of Mortuary Care.*

**Chapters in Edited Collections**

What’s in a Name? The Diabetic Civil War.” In *Diabetes on Display: Complicating Social, Political and Cultural Representations of Diabetes*. Eds. Heather Walker and Bianca Frazer. (Invited 2020 – University of Michigan Press)

“Collective Veg(etari)anism: A Genre Study of the Moosewood Cookbook Collection.” In *Rhetorics of veg(etari)anism.* Ed. Cristina Hanganu-Bresch. (Accepted 2018 –Routledge)

“Genre Anxiety: The Pedagogical, Political, and Emotional Work of Making a Certificate.”

(Laura Micciche and Lora Arduser). In *Writing the Classroom: Pedagogical Documents as Rhetorical Genres.* Ed.Stephen Neaderhiser. (Accepted 2018 – Utah State University Press)

**Publications**

**Book**

*Living Chronic: Agency and Expertise in the Rhetoric of Diabetes*. Columbus: The Ohio State University Press. 2017.

Reviews: *Health Communication* 2017 (online first) by Jillian Klean Zwilling

*Rhetoric Review* 37.1 (2018) by Alana F. Baker

*Communication Booknotes Quarterly* 49.3 (2018) by Margarita Tapia

*Present Tense: A Journal of Rhetoric in Society* 7.2(2018) by Dawn S. Opel

**Chapters in Edited Collections**

“Controversy, Commonplaces, and Ethical Science Communication.” *The Genie Escapes from the Bottle: Ethics and Practice in Science Communication*. Eds. Susanna Priest, Jean Goodwin, and Michael Dahlstrom. Chicago: The University of Chicago Press. 2018.

“Remediating Diagnosis: A Familiar Narrative Form or Emerging Digital Genre?” *Emerging Genres in New Media Environments*. Eds. Carolyn R. Miller and Ashley Rose Kelly. Cham, Switzerland: Palgrave/Macmillan, 2016. 63-78.

“Redrawing the GOP Borders: Women, Reproduction, and the Political Landscape of the 2016 Election.” (Lora Arduser and Amy Koerber). In *Rhetoric Across Borders*. Ed.

Anne Teresa Demo. Anderson, SC: Parlor Press, 2015. 159-171.

“The Care and Feeding of the D-Beast: Metaphors of the Lived Experience of Diabetes.” *Rhetorical Accessibility: At the Intersection of Technical Communication and Disability Studies*. Ed. Lisa Meloncon. Amityville, NY: Baywood’s Technical Communication Series, 2013. 95-113.

“Communities of Practice Approach: A New Model for Online Course Development and Sustainability.” (Lisa Meloncon and Lora Arduser). *Technical Communication Online: Theory and Practice*. Eds: Kelli Cargile Cook and Keith Grant-Davie. Amityville, NY: Baywood’s Technical Communication Series, 2013. 73-90.

**Journal Articles**

“When Departments Have It Their Way: Internal Influences on the Demand for More Specialized Writing Service Courses.” *Programmatic Perspectives* 10(1) (2018): 12-43.

“Mapping the Terrain: Documenting and Exploring the Work and Conditions for Alignment Between the Rhetoric of Health and Medicine and the Medical Humanities.” (Mark Hannah and Lora Arduser). *Technical Communication Quarterly*, 27(1) (2018):33-49*.*

“A Multisensory Literacy Approach to Biomedical Healthcare Technologies: Aural, Tactile, and Visual Layered Health Literacies.” *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 22(2). 2018. Retrieved from http:/​/​kairos.technorhetoric.net/​22.2/​topoi/​bivens-et-al/​index.html

Impatient Patients: A DIY Usability Approach in Diabetes Wearable Technologies” *Communication Design Quarterly* 5(4) (2017):31-39*.*

“Flipping the New Media Classroom in a Professional Writing Program.” *Business and Professional Communication Quarterly* 79.2 (2016): 217-233.

“Using an Atrial Fibrillation Decision Support Tool for Thromboprophylaxis in Atrial Fibrillation: Effect of Sex and Age.” (Mark Eckman, Gregory Lip, Ruth Wise, Barbara Speer, Megan Sullivan, Nita Walker, Brett Kissela, Matthew Flaherty, Dawn Kleindorfer, Peter Baker, Robert Ireton, Dave Hoskins, Brett Harnett, Carlos Aguilar, Anthony Leonard, Lora Arduser, Dylan Steen, Alexandru Costea, and John Kues). *Journal of the American Geriatrics Society* 64.5 (2016): 1054-1060.

“Impact of an Atrial Fibrillation Decision Support Tool on Thromboprophylaxis for Atrial Fibrillation.” (Mark Eckman, Gregory Lip, Ruth Wise, Barbara Speer, Megan Sullivan, Nita Walker, Brett Kissela, Matthew Flaherty, Dawn Kleindorfer, Peter Baker, Robert Ireton, Dave Hoskins, Brett Harnett, Carlos Aguilar, Anthony Leonard, Lora Arduser, Dylan Steen, Alexandru Costea, and John Kues). *American Heart Journal* 176 (2016): 17-27.

“Talking about Type 2 Diabetes: Family Communication from the Perspective of At-Risk Relatives.” (Melanie Myers, Sara Fernandes, Lora Arduser, Jennifer Hopper, and Laura Kohey). *The Diabetes Educator* 41.6 (2015): 716-728.

“Rhetorical Agency in the Face of Uncertainty: Articulating, Negotiating, and Leveraging.” (Lora Arduser, Lucia Dura, and Jennifer Malkowski). *Poroi: Project on Rhetoric of Inquiry* 11.1 (2015): 1-8.

“Risk and Vulnerable, Medicalized Bodies.” ARST Pre-Conference at NCA, 2014. (Amy Koerber, Lora Arduser, Jeannie Bennett, Lauren Kolodziejski, Shaunak Sastry, and L. Paul Strait). *Poroi: Project on Rhetoric of Inquiry* 11.1 (2015): 1-9.

“Developing an Atrial Fibrillation Guideline Support Tool (AFGuST) for Shared Decision Making.” (Mark H. Eckman, Ruth E. Wise, Katherine Naylor, Lora Arduser, Gregory Y. H. Lip, Brett Kissela, Matthew Flaherty, Dawn Kleindorfer, Faisal Khan, Daniel P. Schauer, John Kues, and Alexandru Costea.) *Current Medical Research & Opinion* 31.4 (2015): 603-614.

“Agency in Illness Narratives: A Pluralistic Analysis.” *Narrative Inquiry* 24.1 (2014): 1-28.

Lead essay.

“Splitting Women, Producing Biocitizens, and Vilifying Obamacare in the 2012 Presidential Campaign” (Lora Arduser and Amy Koerber). *Women’s Studies in Communication* 37.2 (2014): 117-137. Lead essay.

“Integrating Real-Time Clinical Information to Provide Estimates of Net Clinical Benefit of Antithrombotic Therapy for Patients with Atrial Fibrillation.” (Mark Eckman, Ruth Wise, Barbara Speer, Megan Sullivan, Nita Walker, Gregory Lip, Brett Kissela, Matthew Flaherty, Dawn Kleindorfer Faisal Khan, John Kues, Peter Baker, Robert Ireton, Dave Hoskins, Brett Harnett, Carlos Aguilar, Anthony Leonard, Rajan Prakash, Lora Arduser, and Alexandru Costea). *Circulation: Cardiovascular Quality and Outcomes* 7 (2014): 680-686.

“Producers, Produsers and End Users: How Social Media Impacts Our Students’ Future Research Questions.” *Communication Design Quarterly* 1.4 (2013): 11-14.

“Evaluating the Effectiveness of a Network of Communication Channels: Lessons Learned from a Communication Survey.” (Susan L. Popham, Lora Arduser, Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott Mogull, and Pavel Zemliansky). *Programmatic Perspectives* 4.1 (2012): 5-41.

“An Urban Appalachian Neighborhood’s Response to Diabetes.” (Robert L. Ludke, Jessica M. Valenzuela, Lora Arduser, Demaree K. Bruck, Phyllis S. Shelton, Shawna M. McCowan, and Donna Jones*). Journal of Appalachian Studies* 18.1/2 (2012): 176- 188.

“Warp and Weft: Weaving the Discussion Threads of an Online Community.” *Journal of Technical Writing and Communication* 41.1 (2011): 5-31. Lead essay. Nominated for the Best Article Reporting Quantitative or Qualitative Research for NCTE for 2012.

“The Need for Rules: Determining the Usability of Adding Audio to the MOO.” (Lora Arduser, Christine Hubbell, Christopher Ryan, Rob Evans, Deanna Mascle, Julie Davis, and Cherie Mullins). *Computers and Composition* 28.1 (2011): 57-72.

“Designing a Successful Group-Report Experience.” (Kathryn Rentz, Lora Arduser, Lisa Meloncon, and Mary Beth Debs). *Business Communication Quarterly* 72.1 (2008): 79- 84.

**Grants**

**Internal Grants**

* Taft Research Center Fellowship (2020-2021)
* Provost’s office Strategic and Interdisciplinary initiatives. Environmental Justice and Advocacy grant (Bob Hyland, Lora Arduser, Nick Dunning, David Stradling, Leah Stewart, and Susanna Tong)
* Taft Research Center Summer Fellowship (2020)
* Taft Research Center Summer Fellowship (2015)

**External Grants**

*EHR-Embedded Decision Support to Prevent Stroke in Patients with AF*

**Study Description:** The study aims to improve the rate of “appropriate thromboprophylaxis” by eliminating system barriers through provision of appropriate decision support that improves provider and patient knowledge about AF-related stroke risks, bleeding risks, practice gaps in prevention, and how to think about balancing risks and benefits of anticoagulation therapy, and by improving patient engagement in decision-making.

**Role:** Co-Investigator

**PI:** Mark Eckman, MD

**Funding Source:** ARISTA (the 5th Annual American Thrombosis Investigator Initiated Research Program) has provisionally approved our project proposal entitled

**Grant Status:** Open

*Telling Tales of Diabetes: Empowering Urban Appalachian Families to Take Control of Family Health Through Stories.*

**Study Description:** The study aims to assess the use of storytelling to communicate health history information related to type 2 diabetes and promote the health and well-being of an urban Appalachian community.

**Role:** Principle Investigator

**Funding Source:** Waterhouse Family Institute

**Budget:** $9,957

**Grant Status**: Not funded

*Impact of a Quality Improvement and Education Initiative on “Appropriate” Use of Anti-Coagulant Therapy in Women with Atrial Fibrillation (AF)*

**Study Description:** A study of the impact of adding a quality-improvement intervention to an educational package (for practice staff and clinicians) using a computerized decision support tool for individual patient-level decision-making

**Role**: Co-Investigator

**PI:** Mark **Eckman, MD**

**Funding** Source: Pfizer

**Budget:** $600,000

**Grant Status**: Closed

*The Breast Cancer and the Environment Research Program: Continued Studies of Environment on Puberty: Growing Up Female*

**Study Description:** A multidisciplinary, multisite project to study environmental exposures that occur throughout a woman's life and could predispose her to breast cancer

**Role:** Consultant, Science Writer

**PI:** Frank Biro, MD

**Funding Sources:** National Institute of Environmental Health Sciences (NIEHS) and National Cancer Institute (NCI)

**Budget:** $792,942

**Grant Status**: Closed

*Greater Cincinnati BEACON Collaborative*

**Study Description:** To enhance health technology infrastructure in the Cincinnati metropolitan region and use this infrastructure to implement and evaluate quality improvement efforts specifically focused on diabetes in adults and asthma in children

**Role:** Co-Investigator

**PI:** Mark Eckman, MD

**Funding Source:** Office of the National Coordinator for Health Information Technology

**Budget:** $569,853

**Grant Status:** Closed

*Using Decision Analytic Modeling to Guide the ACCP Guideline Development Process for Antithrombotic Therapy in Atrial Fibrillation*

**Study Description:** To integrate the use of decision analytic models into the ACCP guideline development and dissemination process as a platform for translating evidence into practice through patient-tailored guidelines that support personalized decision- making for antithrombotic therapy in atrial fibrillation

**Role:** Consultant

**PI:** Mark Eckman, MD

**Funding Source:** Foundation for Informed Medical Decision Making

**Budget:** $185,000

**Grant Status:** Closed

**Internal Grants**

* Taft Research Center 2015 Summer Fellowship ($8,000)
* University Research Council 2015 Summer Fellowship ($12,000)
* Nominated by UC in 2015 for the NEH Summer Stipend program

**Invited Talks**

“Medical Wearables and Patient Agency.” 2018, Wearables Research Collaboratory, University of Minnesota, Minneapolis, MN.

“Writing Scientific Research.” Cincinnati Children's Hospital Medical Center/University of Cincinnati College of Medicine’s Medical Scientist Training Program Retreat, Oct. 2016, Cincinnati, OH.

“Rat Poison, Chart Lore, and Patients with Atrial Fibrillation: A Qualitative Tale.” Cincinnati Center for Clinical Effectiveness & Patient-Centered Research (C3EPCR), Jan. 2015, Cincinnati, OH.

“Sweet Transitions: Coordinating Diabetes Care Between Hospital and Primary Care Settings” (with Mercedes Falciglia, MD). Cincinnati Center for Clinical Effectiveness

& Patient-Centered Research (C3EPCR), Mar. 2013, Cincinnati, OH.

“Rhetorical Agency and Expertise in Diabetes Collaborative Education.” Technical Communication and Rhetoric program, Texas Tech University, Apr. 2011, Lubbock, TX.

“The Changing World of Editing and Publishing: Skills Students Need.” Department of English, University of Memphis, Aug. 2011, Memphis, TN.

**Presentations**

“Death Care and Technical Communication: What Mortuary Science Can Offer. Council for Programs in Technical & Scientific Communication National Conference, Oct. 2019, West Chester, PA.

“Developing an ESL-Specific Technical Writing Course: A Multi-Layered Interdisciplinary Collaboration” (with Laura Wilson and Dora Cheng). Council for Programs in Technical & Scientific Communication National Conference, Oct. 2019, West Chester, PA.

“Rhetoric, Invention, and Diabetes in the 21st Century.” Rhetoric Society of America, May 2018, Minneapolis, MN.

“Cultivating an Ethical Rhetoric of the New Eugenics.” College Composition and Communication (CCCC) National Conference, Mar. 2017, Portland, OR.

“Body Hacking, Technical Communication, and Advocacy.” Association of Teachers of Technical Writing (ATTW) National Conference, Apr. 2016, Houston, TX.

“Rhetorics of Health and Medicine: A Roundtable Examining the Breadth and Future actions of an Emerging Sub-Field” (with Amy Koerber, Jane Detweiler, Erin A. Frost, Barbara Heifferon, Drew Holladay, and Kirk St. Amant). College Composition and Communication (CCCC) National Conference, Apr. 2016, Houston, TX.

“Negotiating Risk and Agency in Public Spaces of Chronic Care.” College Composition and Communication (CCCC) National Conference, Mar. 2015, Tampa, FL.

“Negotiating Risk and Agency in Public Spaces of Chronic Care.” Association for the Rhetoric of Science & Technology National Conference, Nov. 2014, Chicago, IL.

“A Critical Analysis of Risk Discourses Around Gestational Diabetes Mellitus” (with Shaunak Sastry). Association for the Rhetoric of Science & Technology National Conference, Nov. 2014, Chicago, IL.

“Figuring Out How to Fit in Health Communication/Medical Rhetoric: Lessons for Programs and Faculty.” Council for Programs in Technical & Scientific Communication National Conference, Sept. 2014, Colorado Springs, CO.

“What’s in a Name? The Diabetics’ Civil Wars.” Association for Rhetoric of Science & Technology National Conference, May 2014, San Antonio, TX.

“Redrawing the GOP Borders: Women, Reproduction, and the Political Landscape of the 2016 Election” (with Amy Koerber). Rhetoric Society of America National Conference, May 2014, San Antonio, TX.

“Crowdsourced Medicine: Questions and Implications for Medical Writing Researchers.” College Composition and Communication (CCCC) National Conference, Mar. 2014, Indianapolis, IN.

“Entering the Online Instructional Stream: A Roundtable Discussion for Current and Future Online Technical Communication Instructors.” Association of Teachers of Technical Writing (ATTW) National Conference, Mar. 2014, Indianapolis, IN.

“Communicating Health Messages through Narrative.” American Medical Writers Association’s Annual National Conference, Nov. 2013, Columbus, OH.

“Innovation and Collaboration in a New Media Classroom: Teaching and Learning Skills for the 21st Century Workplace” (with Stephanie Monsanty and Kara Sorrell). Association for Business Communication International Convention, Oct. 2013, New Orleans, LA.

“Remediating Diagnosis: A Familiar Narrative Form or Emerging Digital Genre?” North Carolina State's Communication, Rhetoric, and Digital Media Research Symposium: Emerging Genres, Forms, Narratives – in New Media Environments, Apr. 2013, Raleigh, NC.

“Patient Genres as Rhetorical Sites of Agency, Resistance, and Expertise.” Conference on College Composition and Communication National Conference (CCCC), Mar. 2012, Louisville, KY.

“Rhetoric of Public Health: Re-framing Disease Identities.” Rhetoric Society of America National Conference, May 2012, Philadelphia, PA.

“New Directions in the Rhetoric of Medicine: Re/Framing Our Modes of Influence in Practices of Modern Medicine” (Roundtable). Rhetoric Society of America National Conference, May 2012, Philadelphia, PA.

“Rhetorics of Health and Place in the Making of a President” (with Amy Koerber).

Association for the Rhetoric of Science & Technology (ARST) National Conference, May 2012, Philadelphia, PA.

“Medical Communication and Narrative Analysis: A Case Study of Diabetes Oral History Narratives.” Association of Teachers of Technical Writing (ATTW) National Conference, Apr. 2011, Atlanta, GA.

“When the Network Fails: Revitalizing ATTW’s Organizational Communication” (with Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott Mogull, Susan L. Popham, and Pavel Zemliansky). Association of Teachers of Technical Writing (ATTW) National Conference, Apr. 2011, Atlanta, GA.

“Revising Genre Theory: Reporting on the Emergence of Online Health Communication Genres” (Roundtable). Conference on College Composition and Communication National Conference (CCCC), Mar. 2010, Louisville, KY.

“It’s the Content, Not the Technology: An Online Course Case Study” (with Lisa Meloncon and Rob Kilgore). Association for Business Communication International Conference, Nov. 2009, Portsmouth, VA.

“Distance Learning Without a Net.” College English Association Conference, Mar. 2009, Pittsburgh, PA.

“The Group Report: Variations and Strategies” (with Kathryn Rentz, Lisa Meloncon, and Mary Beth Debs). Association for Business Communication International Conference, Oct. 2008, Incline Village, NV.

“Spoiled Identity and the National Diabetes Education Program: A Rhetorical Analysis.” Conference on College Composition and Communication National Conference (CCCC), Mar. 2007, New York, NY.

**Professional Workshops**

**Workshop Facilitator**. Genetic Counseling Graduate Program – Writing the Literature Review, 2015-2019. This two-part workshop focuses on writing literature reviews for graduate students writing for publication in the field of genetic counseling.

**Workshop Facilitator.** UC Department of Chemistry’s REU Program– Scientific Writing as Storytelling, 2017-2019. This summer half-day workshop is targeted to college and high school students from underrepresented groups.

**Workshop Facilitator**. Women in Science and Engineering (WISE) - Strategies for Reading & Writing Scientific Research, 2018. The workshop is part of a summer research program for undergraduate women in mathematics, science and engineering programs at UC.

**Workshop Facilitator**. Kenyon College Biomedical Writing Institute,

2016-2018.This intensive three-day workshop was offered to medical and scientific researchers working on journal articles or grant applications.

**Workshop Facilitator**. Eccrine Systems, Inc. Reporting Research in Internal Stakeholders, 2018. This six-part series of workshops for this biotechnology start-up focused on effectively communicating research to various research teams within the company as well as to company leadership.

**Workshop Facilitator**. UC Office of Research - Writing the One Pager: The Shortest Path to Success, 2017-2018. The audience for this annual workshop is early-career faculty in the sciences, social science, and humanities. The workshop includes writing strategies to effectively communicate the impact and significance of a person’s research.

**Service**

**National**

* Co-Editor, *Programmatic Perspectives*, (2019-present)
* Member at Large, Council for Programs in Technical & Scientific Communication (CPTSC) (2019-2021)
* Reviews Editor, *Rhetoric of Health and Medicine* journal (2017-present)
* Reviewer, *Rhetoric Review, American Journal of Public Health, Journal of Business and Technical Communication, Health Communication*, *Technical Communication Quarterly*, *Qualitative Health Research*, and *British Medical Journal*, (2013-present)
* Facilitator, Association of Teachers of Technical Writing (ATTW) Career Workshop at national conference, (2014-present)
* Associate Director, Medical Rhetoric Special Interest Group, (2016-2018)
* Member, Editorial Board, American Medical Writers Association’s *AMWA Journal*, (2013-2017)
* Teaching Resources Editor, Medical Rhetoric, (2015-2017)
* Member at Large, Medical Rhetoric Special Interest Group, (2015-2016)
* Conference paper reviewer, Association for the Rhetoric of Science and Technology, (2013-2015)
* Co-Editor, *The Bulletin*, Association of Teachers of Technical Writing, (2010-2014)
* Member, Communication Committee, Association of Teachers of Technical Writing, (2010-2014)
* Member, National Conference Planning Committee, American Medical Writers Association (AMWA), (2013)
* Conference paper reviewer, National Communication Association, (2012-2013)
* Member, Publications Policy National Committee, American Diabetes Association, (2011-2012)

**Local/Regional**

* City Leader, American Medical Writers Association (AMWA) Ohio Valley Chapter, (2015)
* Member, Committee, Juvenile Diabetes Research Foundation (JDRF), (2014-2015)
* Member, Research Committee, Urban Appalachian Council, (2010-present)

**University of Cincinnati**

* Accessibility Network Faculty Advisory Group (2019-present)
* Member, Taft Research Center Awards Committee, (2015-2020)
* Member, Pre-Professional Health Program Advisor Board, (2017-present)
* UC Honor’s Discover Program Student Research Mentor (2018 and 2020)
* Member, Executive Committee, Medical Humanities Taft Research Group, (2012- present)
* Member, University Research Council Awards Committee, (2015-2018)
* Member, Faculty Senate Research and Scholarship Committee, (2015-2017)
* Member, NEH Next Generation PhD planning grant committee (2016)
* Member, Higher Learning Commission (HLC) and North Central Association’s Re-Accreditation Self-Study Report Committee, (2009)

**Department of English**

* Director, Professional Writing programs (2016-present)
* Member, Graduate Studies Committee (2015-present)
* Member, Undergraduate Committee (2015-present)
* Member, Teaching and Technology Committee (2013-present)
* Acting Director, Professional Writing Program, (2015)
* Member, Steering Committee, (2009-2011 and 2015-2017)
* Member, Boyce Teaching Awards Committee, (2014-2015)
* Judge, Professional Writing Contest, (2009-2015)
* Member, Boyce Teaching Awards Committee, (2011-2012)

**Professional Organizations**

* Association of Teachers of Technical Writing (ATTW)
* National Communication Association (NCA)
* Rhetoric Society of America (RSA)
* Global Society of Online Literacy Educators (founding member)
* American Medical Writers Association (AMWA)
* Council of Science Editors
* National Council of Teachers of English (NCTE)
* Association for the Rhetoric of Science and Technology (ARST)
* Coalition of Women Scholars in the History of Rhetoric and Composition