

CURRICULUM VITAE

Eric King Watts

Department of Communication Studies
University of North Carolina at Chapel Hill
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EDUCATION

Ph.D., Northwestern University, June 1995
M.A., University of Cincinnati, August 1989
B.A., University of Cincinnati, August 1988, High Honors in Communication Studies

WORK EXPERIENCE

Associate Professor, University of North Carolina at Chapel Hill, June 2006-Present

Associate Professor, Wake Forest University, awarded April 2002, effective July 1, 2002.

Assistant Professor, Wake Forest University, August 1996-present

Assistant Professor, University of Dayton, May 1993-1996; awarded following successful completion of requirements for admission to doctoral candidacy

University Fellow, Northwestern University, September 1990-June 1992

Research Assistant, Dean David Zarefsky; investigated the legislative lineage of federal funding and abortion

Instructor, University of Dayton, August 1989, September 1992

AWARDS AND RECOGNITION

Outstanding Book Chapter, "The Ethos of a Black Aesthetic: an exploration of Larry Neal's *Vision of a Liberated Future*," in *The Ethos of Rhetoric* ed. Michael J. Hyde, Columbia, SC: University of South Carolina Press, 2004, 98-113. African American Communication and Culture Division of the National Communication Association, 2004.

New Investigator Award, Rhetorical and Communication Theory Division, National Communication Association, 2002.

Outstanding Journal Article, "The Spectacular Consumption of 'True' African American Culture: Whassup? With the Budweiser Guys," with Mark Orbe, African American Communication and Culture Division of the National Communication Association, 2002.

Nominated for Wake Forest University Teaching Award, February 2001.

Graduate Dissertation Award in Communication Studies for 1996, Northwestern University.

Received Certificate of Appreciation from Student Development; nominated by an undergraduate for Excellence in Teaching Foundations of Communication Theory, December 1994.

Discussion of research on Rap Music and Hip Hop Culture has appeared in more than sixty (60) newspapers from Los Angeles, Ca. to Syracuse, N.Y. Interviewed or work discussed on: WIZF FM radio, Cincinnati; The National Black Radio Network, Philadelphia; WCPO TV, Cincinnati; "Video Soul" on Black Entertainment Television, Washington, D.C.; "Commentary" on WHIO AM radio, Dayton; and "Back Page" on WDAO AM radio, Dayton.

PUBLICATIONS

Books

"Hearing the Hurt": Rhetoric, Aesthetics, and Ethics of the New Negro Movement. Forthcoming. (University of Alabama Press, July 2012).

Journal Articles

"The (Nearly) Apocalyptic Politics of Post-Racial America: Or, 'This is Now the United States of Zombieland,'" *Journal of Communication Inquiry* 34 (2010): 214-222. Lead article.

"Border Patrolling and Passing in Eminem's *8 Mile*," *Critical Studies in Media Communication*, 22 (2005): 187-206. Lead article.

"The Spectacular Consumption of 'True' African American Culture: 'Whassup?!' with the Budweiser Guys?," with Mark Orbe, *Critical Studies in Media Communication*, 19 (2002): 1-19. Lead article.

"African American *Ethos* and Hermeneutical Rhetoric: an exploration of Alain Locke's *The New Negro*," *Quarterly Journal of Speech*, 88 (2002): 19-32.

"Theorizing Cyberspace: The idea of 'voice' applied to the Internet discourse," with Ananda Mitra, *New Media & Society*, 4 (2002).

"'Voice' and 'Voicelessness' in Rhetorical Studies," *Quarterly Journal of Speech*, 87 (2001): 179-196.

"Cultivating a Black Public Voice: W.E.B. Du Bois and the 'Criteria for Negro Art'," *Rhetoric and Public Affairs*, 4 (2001): 181-201. Lead Article.

"An Exploration of Spectacular Consumption: Gangsta' Rap as Cultural Commodity," *Communication Studies* 48 (1997): 42-58.

“The ‘Nigga’ Dialectic in Rap Artistry: subversive weapon or consumer sellout?,” *Ohio Speech Journal* 31 (1993): 98- 113.

Book Chapters

“The Problem of Race in Public Address Research: W.E.B. Du Bois and the Conflicted Aesthetics of Race,” in *Handbook on Rhetoric and Public Address* eds. Shawn Parry-Giles and J. Michael Hogan (Malden, MA: Wiley-Blackwell, 2010), 373-397.

“Pragmatist Publicity: W.E.B. Du Bois and the New Negro Movement,” in *Public Modalities: Rhetoric, Culture, Media and the Shape of Public Life* eds. Daniel C. Brouwer & Robert Asen (Tuscaloosa: University of Alabama Press, 2010), 33-59.

“Queer Harlem: exploring the rhetorical limits of a black gay utopia,” in *Queering Public Address* ed. Charles Morris III. Columbia: University of South Carolina Press, 2007.

“The Ethos of a Black Aesthetic: an exploration of Larry Neal’s *Vision of a Liberated Future*,” in *The Ethos of Rhetoric* ed. Michael J. Hyde, Columbia, SC: University of South Carolina Press, 2004, 98-113.

“W.E.B. Du Bois, Double-Consciousness, and Pan-Africanism in the Progressive Era,” with Robert E. Terrill, in *Rhetoric and Reform in the Progressive Era: A Rhetorical History of the United States, VI* ed. J. Michael Hogan. East Lansing, MI.: Michigan State University Press, 2003, 269-309.

“The Female Voice in Hip Hop: An Exploration into the Potential of the Erotic Appeal,” in *Centering Ourselves: African American Feminist and Womanist Studies of Discourse* eds. Marsha Houston and Olga I. Davis. Cresskill, NJ: Hampton Press, 2002, 187-213.

"African American Rhetoric: An Overview," in *Encyclopedia of Rhetoric* ed. Thomas O. Sloane, Oxford University Press, 2001, 4-7. Lead article to section on African American Rhetoric.

"Confessions of a Hip- Hop (Old) Head," in *Our Voices*, 3rd Ed eds. Alberto Gonzales and Marsha Houston. Los Angeles: Roxbury Publishing Co., 2000, 171-178.

“Re-fashioning a Reasonable Aesthetic: a case study in the transformation of American Modernism through Argument in African American Art,” *Argumentation and Values* ed. Sally Jackson SCA: Published proceedings of the Alta Conference on Argumentation, 1995.

Book Reviews

Reviewed *The Insolent Slave*, by William E. Wiethoff. Columbia, SC: University of South Carolina Press, 2002; 223. *Rhetoric & Public Affairs* 6 (2003): 588-90.

Reviewed *American Crucible: Race and Nation in the Twentieth Century* by Gary Gerstle. Princeton, NJ: Princeton University Press, 2001. *Quarterly Journal of Speech* 89 (2003):82-3.

Reviewed *Color By Fox: the Revolution of Black Television*, by Kristal Brent Zook. New York:

Oxford University Press, 1999. *Critical Studies in Mass Communication* 16 (1999): 493-94.
Invited review for special issue on African Americans in the Media.

Reprints

“An Exploration of Spectacular Consumption: Gangsta Rap as Cultural Commodity,” in *That’s the Joint!: The Hip Hop Studies Reader* eds. Murray Forman & Mark Anthony Neal (New York: Routledge, 2010) 593-609.

“The Spectacular Consumption of ‘True’ African American Culture: ‘Whassup’ with the Budweiser Guys?” with Mark P. Orbe, in *Advertising and Consumer Culture* eds. Matthew McAllister & Joseph Turow (New York: Routledge, 2008).

“African American Ethos and Hermeneutical Rhetoric: An Exploration of Alain Locke’s *The New Negro*,” in *African American Communication & Identities: Essential Readings* ed. Ronald L. Jackson, II (Thousand Oaks, CA.: Sage Publications, 2004) 69-79.

“The Spectacular Consumption of ‘True’ African American Culture: ‘Whassup’ with the Budweiser Guys?” with Mark P. Orbe, in *Channeling Blackness: Studies of Television and Race in America* ed. Darnell M. Hunt (New York: Oxford University Press, 2005) 225-242.

PRESENTATIONS

Respondent to “Eric King Watts’s ‘Voice and Voicelessness’ 10 Years Later,” National Communication Association, November 2011, New Orleans NO.

Respondent to panel on LGBTQ Politics and Rights, Public Address Conference, University of Pittsburgh, October 2010.

Presented “Pragmatist Publicity: W.E.B. Du Bois and the New Negro Movement” at the Communication Studies Symposium, University of Colorado at Boulder, April 4 2008. This is a chapter from a book-length manuscript to be completed in 2011.

Presented “The Aesthetic and Moral Judgments of *Epideixis*: Exploring the Voices and Values of Langston Hughes and George S. Schuyler in *The Nation*” Public Address Conference, Vanderbilt University, Nashville, TN. October 2006. This is a chapter from a book-length manuscript to be completed in 2011.

Presented “Agitating Publics.” National Communication Association Conference, Boston, MA. November 2005.

Presented “Response to Patricia Hill Collins’ *Black Sexual Politics: Recovering Black Voices from Black Bodies.*” National Communication Association Conference, Chicago, IL. November 2004.

Presented “To Whom Do These Words Belong?: the commercial appropriation of Martin

Luther King's 'Dream'." National Communication Association Conference, Miami, November 2003.

Presented "Researching 'Race' and Muting Voice." National Communication Association Conference, Miami, November 2003.

Presented "Ways of Knowing through Qualitative Research in Rhetorical Criticism." National Communication Association Conference, Miami, November 2003.

Presented "The *Ethos* of Race," at the National Communication Association Conference, New Orleans, Louisiana, November 2003.

Presented "'To Whom Do These Words Belong?': Voice, Rhetoric, & Collective Memory," at the National Communication Association Conference, New Orleans, Louisiana, November 2002.

Presented "Assent, Dissent, and the Heroic Sentiment: Toward an Aesthetic Understanding of Argument," at the International Society for the Study of Argumentation Conference, Amsterdam, Netherlands, June 26-28, 2002.

Presented "The Ethos of a Black Aesthetic" at the Pre conference, The *Ethos* of Rhetoric. Southern Speech Communication Association Conference, Winston-Salem NC, April 3-4, 2002.

Presented "Of Cultural Memory, Race, and Silence," National Communication Association Conference, Seattle, Washington, November 2000.

Presented "The Spectacular Consumption of 'True' African American Culture: 'Whassup?!' with the Budweiser Guys?," National Communication Association Conference, Seattle, Washington, November 2000.

Presented "Packaging the 'Punana': Or, Whose Pussy is it Anyway?," National Communication Association Conference, NYC November 1998.

Presented "From the 'Golden Age' of Hip-Hop to the Age of 'Permanent Business': Commentary on the Technical Rationalization of Death and the Reclamation of Life," National Communication Association Conference, NYC November 1998.

Presented "Of the Meaning of Centrality," part of a panel assessment of the status of African American Communication Scholarship, National Communication Association Conference, Chicago, Il., November 1997.

Presented "Being in the Game: the 'reality principle' in hip hop culture," Speech Communication Association Conference, San Diego, Ca., November 1996.

Presented "The Life and Death of Black Urban Masculinity: exploring the elegies of personhood and profit," Speech Communication Association Conference, San Diego, Ca., November 1996.

Presented "W.E.B. Du Bois and the Case for Poetic Reason," Speech Communication Association Conference, San Diego Ca., November 1996.

Presented two (2) lectures entitled, “Hip Hop Performance and Pedagogy,” to students and instructors of music education. Ohio Music Educational Association, Dayton, Oh., February 1996.

Presented “The Female Voice in Hip Hop: the transformation of silence into action,” Speech Communication Association Conference, San Antonio, Texas, November 1995.

Designed and presented a video/lecture called “The Performance of (IM)Morality?: rap music and community” for student members of Ohio Gospel Music Workshop, Ohio Music Educational Association, Dayton, Oh., March 1995.

Presented “An Exploration into Spectacular Consumption: gangsta rap as cultural commodity,” Central States Communication Association, Indianapolis, Ind., April 1995.

Presented “Cultural Double Consciousness in Rap Artistry: subversion or consumerism?,” Speech Communication Association Conference, New Orleans, La., November 1994.

Presented “Bridging Generational Gaps with Generational Wisdom: Jesse Jackson’s Strategy of Rapprochement,” Speech Communication Association Conference, New Orleans, La. 1994.

Presented “‘My Mind’s Playin’ Tricks on Me’: double consciousness and rap,” Speech Communication Association Conference, Miami Beach, Fl., November 1993.

Designed and presented two (2) 45-minute video lectures called “Rap Music: It’s Influence on Today’s Society,” Jack & Jill of America, Southeast Regional Conference, Knoxville, Tn., June 1993.

Co-authored “Invasion Rhetoric” with Kathleen Watters and Donald Yoder, Central States Communication Association Conference, Detroit Mi., April 1992.

Presented “The Role of Argument in Rap Music: an ‘inside’ view and interpretation,” Central States Communication Association Conference, Chicago, Il., April 1991.

SCHOLARLY ACTIVITIES

Editor, *Critical Studies in Media Communication*, term 2008-2010.

Associate Editor, *Rhetoric & Public Affairs*, March 2006-present.

Associate Editor, *Communication and Critical/Cultural Studies*, June 2008-present.

Advisory Board, *Voices of Democracy: The U.S. Oratory Project*, September 2005-2008; funded by the National Endowment for the Humanities, Teaching and Learning Resources and Curriculum Development.

Associate Editor, *The International and Intercultural Communication Annual*, February 2004-present.

Associate Editor, *Quarterly Journal of Speech*, February 2002-2011.

Contributing Editor, African American Rhetoric, *Encyclopedia of Rhetoric* New York: Oxford UP, 2001, 4-18.

Associate Editor, *Journal of Rural Community Psychology*, 2000-2001; a peer-reviewed e-journal.

Reviewer, Outstanding Scholarship Awards, Intercultural Communication Division, National Communication Association, 1998.

Scholar-in-Residence, Schomburg Center for Research in Black Culture, NYC, Scholars-in-Residence Program, May 1996.

PROFESSIONAL SERVICE

National

Pre-Conference Meeting on Getting Published, Black Caucus & African American Communication and Culture Division, National Communication Association, New Orleans, LA 2011; held at Xavier University.

Legislative Assembly and nominating Committee, 2008-2010.

Chair, Rhetorical and Communication Theory Division, National Communication Association, 2008.

Vice-Chair, Rhetorical and Communication Theory Division, National Communication Association, 2007.

Vice Chair-Elect, Rhetorical and Communication Theory Division, National Communication Association, 2006.

Nominating Committee, Rhetorical and Communication Theory Division, National Communication Association, 2001.

Chair, Black Caucus, National Communication Association, 2001; planned and chaired the 2001 Black Caucus Pre Conference, Atlanta, GA.

Vice Chair, Black Caucus, National Communication Association, 2000. Program Planner for BC, Seattle, Washington, November 2000.

Second Vice Chair, Black Caucus, National Communication Association, 1999. Edited Second Edition of AACCD/BC Research Bibliography.

University

Guest Lecturer, Women's Studies, September 2004.

Guest Lecturer, Women's Studies, April 2000.

Faculty Panel, African American Senior Weekend, Office of Multicultural Affairs, Wake Forest University, October 1999.

Faculty Panel, Board of Trustees, Wake Forest University, April 1999.

Public Lecture, "Sexism in Hip Hop Music," Benson Student Union Lecture Series, Wake Forest University, March 1999.

Faculty Panel, African American Senior Weekend, Office of Multicultural Affairs, Wake Forest University, October 1998.

Faculty Panel, Board of Visitors, Wake Forest University, April 1998.

Student Forum, "Tupac Shakur: the murder, the man, the music," sponsored by the Pi Beta Chapter of Alpha Kappa Alpha, Wake Forest University, September 1996.

Panel Member, "Getting Ready to Find the First Job," Graduate Student Workshop, Speech Communication Association Conference, San Diego, Cal, November 1996.

Community

Multicultural Male Summit. "Professionalism in Graduate School"; a student sponsored conference drawing 200 men of color from colleges and universities in the Piedmont area. April 13-14, 2002.

African American Male Coalition Conference, The University of Dayton, "African American Leadership for the 21st Century"; developed and moderated this discussion between Dr. Molefi Asante and Father George Clements of Washington, D.C. February 1994.

Omega Missionary Baptist Church Youth Council, "Communication and Respect in Relationships," September 1993.

Cincinnati District Multi-Ethnic Cultural Enrichment Retreat, "Social Judgment as Represented in Hip Hop Culture"; two (2) workshops for approximately 50 students each session, July 1993.

Diverse Student Populations, University of Dayton, "Black Men Shaping Their Own Destiny"; led seminar discussion with 40-50 students concerning historical perceptions and realities impacting communities, February 1993.

Graduate Advising

Samuel Maurer, “‘What’s In Your Wallet?’: Discipline and Freedom in Capitol One’s ‘No Hassle’ and ‘Primelock’ Credit Card Commercials,” completed and defended, August 2006.

Christopher Blake Abbott, “When the News Breaks, We Fix It” May 2006.

Olu Ariyo, “The Rhetorical Construction of the Unfit Individual” May 2006.

Antoine Hardy, “Brothers Gonna Work It Out: A Textual Analysis of Black Male Sexuality in Hip-Hop Music,” completed and defended, Wake Forest University, May 2005.

Yalonda Davidson, “Voicelessness and Invisibility in *One Hour Photo*,” completed and defended, Wake Forest University, May 2004.

Kristen McCauliff, “‘Winning Women Campaign’,” completed and defended, Wake Forest University, May 2004.

Robert J. Atchison, “The Constitution of the *Ethos* of the South,” completed and defended, Wake Forest University, May 2003.

Jason Edward Black, “The Ideograph of Animal <Rights>: Controversy Examined in the Animal Protection Movement,” completed and defended, Wake Forest University, May 2002. Mr. Black won the University’s *Outstanding Masters’ Student Award*, May 2002.

Rae Lynn Schwartz, “The Creator of the Queen: The Icon of the Welfare Queen and her Effect on Contemporary Family Planning Policy,” completed and defended, Wake Forest University, May 2002.

Benjamin Wright, “Wrestling with Reality: Hyper reality and Spectacle in the WWF,” completed and defended, Wake Forest University, May 2001.

McClain Watson, "Making Sense of the 'Senseless': Constitutive Rhetoric in the Coverage of the Jonesboro School Shooting," completed and defended, Wake Forest University, May 1999.

Jennifer K. Estava, "Multicultural Autobiography: A Site for the Disputation of Identity in Richard Rodriguez's *Hunger of Memory*," completed and defended, Wake Forest University, May 1998.

Trevor Potts, "The Myth of Generation X: the packaging of a generation. " completed and defended, University of Dayton, August 1995.

Departmental Responsibilities

Graduate Committee, 2010-present.

Chair, Executive Committee, UNC, August 2008.

Director of Undergraduate Studies ,Wake Forest University, July 2002-2006.

Member, Undergraduate Committee, 2000.

Member, Research Committee, 1999-2000.

Coordinator, Communication Colloquium Series, 1998-present.

Chair, Teaching Committee, 1998-1999.

University Committee/Advising

Member, Admissions Committee, Wake Forest University August 2003-present.

Member, Capital Campaign Committee, Wake Forest University, 1999.

Advisor, Black Graduate Student Association, Wake Forest University, 1999.

Member, Committee on Honors, Wake Forest University, 1998-2002.

Member, Honors and Ethics Council, Wake Forest University, 1998-present.

Lower-Division Advisor; Wake Forest University, August 1997.

Athletic Advisory Committee; University of Dayton, composed of faculty and staff reviewing various University policies regarding student athletes. Reports directly to the President and the Board of Trustees. Appointed by the President, August 1995.

Student Life Council; composed of faculty and staff reviewing various University policies concerning quality of student livelihood. Appointed by the President, August 1995.

Golden Key National Honor Society; manage social, civic and educational activities in cooperation with student leadership and National Office guidelines. Nominated by students, August 1993.