

Ashley A. Hinck

CONTACT INFORMATION

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POSITIONS HELD

Assistant Professor, 2015-current

Communication Arts Department, Xavier University, Cincinnati, OH

Lecturer and Teaching Assistant, 2009-2015

Communication Arts Department, University of Wisconsin-Madison, Madison, WI

EDUCATION

Doctor of Philosophy, Rhetoric, Politics, & Culture (May 2015)

Department of Communication Arts, University of Wisconsin-Madison, Madison, WI

PhD Minor in Digital Communication

Dissertation: "Fan-Based Performances of Citizenship: Fandom, Public Engagement, and Politics"

Committee: Robert Glenn Howard (Chair), Rob Asen, Karma Chávez, Jonathan Gray, and Jim Brown

Master of Arts, Rhetoric (June 2011)

Department of Communication Arts, University of Wisconsin-Madison, Madison, WI

Masters Thesis: "Becoming Dumbledore's Army: Strategic Unpairing in the Harry Potter Alliance's Bid for Civic Transformation"

Committee: Robert Glenn Howard (Chair), Rob Asen and Sue Zaeske

Bachelor of Arts (December 2008)

Department of Communication Studies, Creighton University, Omaha, Nebraska

ARTICLES

Hinck, Ashley (2016). Ethical frameworks and Ethical Modalities: Theorizing Communication and Citizenship in a Fluid World. *Communication Theory*. 26, 1-20. [lead article]

Hinck, Ashley (2013). Framing the video essay as argument. *The Cinema Journal Teaching Dossier*, 2 (1) Summer/Fall 2013. <http://www.teachingmedia.org/framing-the-video-essay-as-argument/>.

Hinck, Ashley (2012). Theorizing a public engagement keystone: Seeing fandom's integral connection to civic engagement through the case of the Harry Potter Alliance.

Transformative Works and Cultures, no. 10. doi:10.3983/twc.2012.0311.

Hatfield, Katie, Hinck, Ashley, & Birkholt, Marty (2007). Seeing the visual in argumentation: A rhetorical analysis of UNICEF Belgium's Smurf PSA as a site of visual argumentation. *Argumentation & Advocacy*, 43(3&4), 144-151.

BOOK CHAPTERS

- Hinck, Shelly, Selma Ghanem, Ashley Hinck, and Sara Kitsch (forthcoming). Exploring the decision to pursue a career in higher education administration: An analysis of gendered constraints and opportunities. In K Cole and H. Hassel (Eds.), *Surviving sexism in academia: Strategies for feminist leadership*.
- Hinck, Ashley (2014). Serving online communities: Service-learning, internet studies, and online education. In S. Crabill and D. Butin (Eds.), *Community engagement 2.0?: Dialogues on the future of the civic in the disrupted university* (pp. 26-40). New York: Palgrave Macmillan.
- Hinck, Ashley (2012). Building bridges between sports and communication: The warm-up jog for the communication classroom. In F. Mullen and W. Mullen (Eds.), *Teaching communication creatively* (pp. 91-94). Lynchburg, VA: Liberty University Press.

WORK IN PROGRESS

Manuscripts in Preparation:

- Hinck, Ashley. & Hunting, Kyra. The Ian Somerhalder Foundation's celebrity activism: Environmental activism in the name of Damon, Ian, and *The Vampire Diaries*. For publication in *Critical Studies in Media Communication* (in drafting stages).

RESEARCH AWARDS & HONORS

- *Linda Lee Kaid Best Dissertation Award*: Awarded by the Political Communication Division of the National Communication Association for best dissertation project, Fall 2015.
- *Chancellor's Fellowship*: One semester fellowship granted by the University of Wisconsin-Madison; Spring 2015
- *Top Four Student Papers Panel* in the Rhetorical and Communication Theory Division: Awarded at the National Communication Association Conference in Chicago, IL; 2009

TEACHING AWARDS

College of Letters and Sciences Teaching Fellow

- Awarded to only 15 instructors across the university who demonstrate excellence in teaching; fellows lead workshops for incoming TAs; 2014-2015

Writing-Across-the-Curriculum Teaching Assistant Fellow

- Awarded for excellence in teaching in writing-intensive courses; fellows help to plan and lead a two-day training for new TAs of writing intensive courses; awarded by the University of Wisconsin-Madison Writing-Across-the-Curriculum Program; Winter 2014

Honored Instructor Award

- Awarded for outstanding classroom instructors based on student nominations; awarded by the University of Wisconsin-Madison University Housing; Fall 2013

Contributor to the Writing Across the Curriculum Sourcebook for UW-Madison

- Wrote "Using Informal Communication Activities;" authorship by invitation only; Sourcebook is distributed each semester to Faculty and TAs who teach writing intensive courses; Fall 2014

INVITED TALKS

- “Digital Activism and the Project for Awesome.” A presentation invited by Associate Dean Leslie Withers and given at the College of Communication and Fine Art’s Fall Brown Bag event for Central Michigan University on November 18, 2014.
- “Fan Performances of Citizenship.” A presentation invited by Josh Shepperd and given at the Department of Media Studies at The Catholic University of America, Washington, D.C. on November 22, 2013.
- “Becoming Dumbledore’s Army: Strategic Unpairing in the Harry Potter Alliance’s Bid for Civic Transformation.” A talk at the University of Wisconsin-Madison Rhetoric, Politics, & Culture Colloquium on March 15, 2012.

GRANTS

Faculty Technology Grants (2015, \$10,000):

- With Gwyn Mellinger; Grant to buy digital cameras for Introduction to Digital Media, a core course in the new Digital Media Minor, awarded competitively by Xavier University

Vilas Research Award (2013, \$600):

- Grant to fund interviews and participant observation in Nebraska in Fall 2013, awarded competitively by the University of Wisconsin-Madison Graduate School

Public Humanities Exchange (2012, \$1,250):

- Grant to conduct a community project, given by the University of Wisconsin-Madison Center for the Humanities

TEACHING EXPERIENCE

Xavier University

- Introduction to Digital Media, Instructor (Fall 2015, Spring 2016)
- Digital Design, Instructor (Fall 2015, Spring 2016)
- Advanced Digital Media, Instructor (Spring 2016)

University of Wisconsin-Madison

- Introduction to Digital Media Production, Teaching Assistant (Fall 2014)
- Digital Communication, Lecturer (Fall 2012, Fall 2013, and Summer 2014)
- Argumentation and Debate, Teaching Assistant (Spring 2013 and Spring 2014)
- Digital Studies Administrative Teaching Assistant (Fall 2011 and Spring 2012)
- Human Communication, Teaching Assistant (Fall 2010 and Spring 2011)
- Introduction to Public Speaking, Instructor of Record (Fall 2009 and Spring 2010)

TEACHING WORKSHOPS AND TRAINING

- Presented on a roundtable on “Rhetoric and Pedagogy” sponsored by the University of Wisconsin-Madison’s Rhetoric Society of America chapter, Friday, February 27, 2015.
- Presented “Teaching with Digital Tools” at the University of Wisconsin’s Teaching Symposium; December 2014.
- Co-Founded the Graduate Student-led Pedagogy Workshop (GSPW) for the Rhetoric, Politics, & Culture Program at the University of Wisconsin-Madison; Spring & Fall 2014

CONFERENCE PRESENTATIONS

- Hinck, Ashley (2016). Everything is NOT Awesome: Greenpeace, LEGO, and Shell's Arctic Oil Project. Paper presented at the Rhetoric Society of America conference. Atlanta, GA.
- Hinck, Ashley (2015). Nerdfighters and the Project for Awesome. Paper presented at the annual meeting of the National Communication Association. Las Vegas, NV.
- Hinck, Ashley (2015). Fluidity. Presentation as part of the roundtable on "Theorizing Digital and Networked Rhetorics: Nine Key Concepts" at the annual meeting of the National Communication Association. Las Vegas, NV.
- Hinck, Ashley (2015). Deploying Affect for Politics, Translating Affect into Civic Action: Funny or Die, Mary Poppins, and Fan-Based Civic Appeals. Paper to be presented at the Affect, images, and Digital Media conference hosted by the University of Utah. Salt Lake City, UT.
- Hinck, Ashley (2015). Participated in the Digital Pedagogy Lab institute hosted by the University of Wisconsin-Madison. Madison, WI.
- Hinck, Ashley (2015). Participated as a member of the Grant and Development Opportunities (led by J. Michael Hogan) in Interdisciplinary Rhetorical Studies Workshop at the biennial institute for the Rhetoric Society of America. Madison, WI.
- Hinck, Ashley (2015). Fan-Based Citizenship Performances: Fandom, Public Engagement, and Politics. Paper presented as part of the Rhetorics of Citizenship Seminar (led by Cate Palczewski and Karma Chavez) at the biennial institute for the Rhetoric Society of America. Madison, WI.
- Hinck, Ashley (2015). Sports and Rhetoric: Performances, Sites, and Politics roundtable at the Rhetoric Society of America University of Wisconsin-Madison Student Chapter Annual Symposium, Madison, WI.
- Hinck, Ashley and Aufderheide, Trevor (2015). It's a Color, Big Deal: Fan Backlash, Memetic Frames, and the Iowa Locker Room Controversy. Paper presented as part of a panel at the annual meeting of the Central States Communication Association, Madison, WI.
- Hinck, Ashley. (2015). Shifting Patterns of Soccer Fandom, Team Ownership, and Digital Media Cultures: YouTube, FIFA 14, and the AFC Wimbledon Wombles. Paper presented as part of a panel at the annual meeting of the Society for Cinema and Media Studies, Montreal, Canada.
- Hinck, Ashley. (2014). Being a Nebraska football player, being a Husker fan, and being a Nebraskan citizen: Football and Nebraskan Belonging. Paper presented as part of a panel at the annual meeting of the National Communication Association, Chicago, IL.
- Hinck, Ashley and Hunting, Kyra. (2014). The Ian Somerhalder Foundation: Fan activism in the name of Damon, Ian and The Vampire Diaries. Paper presented at the annual meeting of the American Studies Association, Los Angeles, CA.
- Hinck, Ashley. (2013). Fan performances of citizenship. Position paper presented for a roundtable at the "Situated discourses of citizenship" preconference at the annual meeting of the National Communication Association, Washington, DC.
- Hinck, A. (2013). Doctor Who as resources for citizenship: A public humanities project. Paper presented at DePaul's Doctor Who Colloquium. Chicago, IL.
- Hinck, Ashley. (2012). Lou Gehrig's 'Farewell to Baseball': Fandom subjectivity and fandom community in baseball and democracy. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.

- Hinck, Ashley. (2012). Online video as protest: Defining community and unity in the 2011 Wisconsin protests. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- Hinck, Ashley. (2012). The co-production of rhetoric in user-generated content spaces. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- Hinck, Ashley. (2011). Protesting digitally: The 2010 Wisconsin union protests. Paper for a round table discussion for presentation at the annual meeting of the National Communication Association, New Orleans, LA.
- Hinck, Ashley. (2011). Locating citizenship in online content production. Paper presented at the annual meeting of the Association of Internet Researchers, Seattle, WA.
- Hinck, Ashley. (2011). Becoming Dumbledore's army for the real world: Civic transformation in the Harry Potter Alliance's social movement rhetoric. Paper presented at the First Annual UW-Madison Rhetoric Symposium, Madison, WI.
- Hinck, Ashley. (2011). Fandom's restoration of postmodern society's empty signifiers. Paper presented at the meeting of the Central States Communication Association, Milwaukee, WI.
- Hinck, Ashley. (2011). The practice of citizenship through online social movements: An alternative perspective. Paper presented at the Midwest Winter Workshop, The University of Iowa, Iowa City, IA.
- Hinck, Ashley. (2010). Fantasy, imitation, and social activism in fandom rhetoric. Paper presented at the meeting of the Association of Internet Researchers, Gothenburg, Sweden.
- Hinck, Ashley. (2010). Adding the public sphere to perspectives of communication in nonprofit organizations. Position paper presented at the National Communication Association Conference, San Francisco, CA.
- Hinck, Ashley. (2010). Building bridges between sports and communication: The warm-up jog for the communication classroom. Paper presented at the meeting of the National Communication Association Conference, San Francisco, CA.
- Hinck, Ashley. (2010). The rhetoric of Tarbell's *The History of the Standard Oil Company*: Blending and invention. Paper presented at the Midwest Winter Workshop, Northwestern University, Chicago, IL.
- Hinck, Ashley. (2009). Identification through metaphor in the Harry Potter Alliance's Darfur campaign. Paper presented at the meeting of the National Communication Association Conference, Chicago, IL.
- Hinck, Ashley & Hatfield, Katie. (2007). Seeing the visual in argumentation: A rhetorical analysis of UNICEF Belgium's Smurf PSA as a site of visual argumentation. Presented at the National Communication Association Conference, Chicago, IL.

SERVICE FOR THE DISCIPLINE

- Served as a reviewer for the Political Communication Division of the International Communication Association, 2015.
- Served as chair for "Embracing Opportunities or Perpetuating Biases? Sports, Media, and the Construction of Gendered Identities," at the annual meeting of the National Communication Association, Las Vegas, NV, 2015.
- Served as a reviewer for the Rhetorical and Communication Theory Division of the National Communication Association, 2014.

- Served as a reviewer for the Environmental Communication Division of the National Communication Association, 2013.
- Ad Hoc Reviewer for *Transformative Works and Cultures*, 2012.
- Served on the organizing committee for the Midwest Winter Workshop hosted by the University of Wisconsin-Madison, 2011.
- Served on the planning committee for the First Annual Rhetoric Society of America University of Wisconsin-Madison Chapter Symposium, 2011.

SERVICE FOR THE DEPARTMENT AND COLLEGE

Xavier University

- Served on the search committee for the Director of the Digital Media Lab, 2015.
- Served as the departmental liaison to the Political Communication Minor, 2015-present.
- Worked at the Communication Arts table during X-Day to recruit students to Xavier, November 15, 2015.
- Reworked the content on the Communication Arts Department website, 2015.
- Developed the Digital Media Major proposal with Dr. Gwyn Mellinger, 2015.
- Organized Debate Watch Parties sponsored by the Digital Media Minor and the Political Communication Minor, 2015.

University of Wisconsin-Madison

- Moderated a panel for the University of Wisconsin-Madison Undergraduate Symposium, April 10, 2014.
 - Served on the Graduate Student committee for the University of Wisconsin-Madison's Graduate School's 10-Year review of the Communication Arts Dept., Fall 2013.
 - Presented on "What I Wish I Would Have Known: Lessons from Dissertation Writing and the Job Market" at the University of Wisconsin-Madison Rhetoric, Politics, & Culture Colloquium, April 30, 2015.
 - Presented on "Opportunities at UW" for an audience of prospective graduate students admitted to the Rhetoric, Politics, & Culture program, March 13, 2015.
 - Presented as part of a panel on graduate school for the UW-Madison Communication Arts Student Association on October 6, 2014.
 - Delivered a talk based on my dissertation titled, "Fan Performances of Citizenship" for the Communication Arts Program Alumni Board (CAPS) on April 4, 2014.
 - Presented on "Teaching and Research Positions at UW" for an audience of prospective graduate students admitted to the Rhetoric, Politics, & Culture program, March 7, 2014.
 - Designed materials for and worked at the Digital Studies booth at the University of Wisconsin-Madison Majors Fair on October 23, 2013.
 - Delivered a talk to the Communication Arts Program Alumni Board (CAPS) about the Digital Studies certificate on October 5, 2012.
 - Judged for the University of Wisconsin-Madison Introductory Speech Contest in Spring 2011, Spring 2012, Spring 2013, and Fall 2014
 - Organized and coordinated graduate student meetings and meals with prospective graduate students during their campus visit in 2012 and 2013.
 - "Public Speaking at Academic Conferences." A talk on public speaking presented for Dr. Nancy Marshall's graduate seminar in art history on Thursday, November 4, 2010.
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SERVICE FOR THE PUBLIC

Public Talks and Workshops

- “What Fan Activism Means for State Legislators.” A panel at a meeting of the National Conference of State Legislatures in Madison, WI, October 12, 2012.
- “Martin Luther King, Jr. Day, Speech Writing, and Making a Difference in Your World.” A self-developed and led workshop on Martin Luther King Jr. and speechwriting for the Madison Children’s Museum on January 17, 2011.

Community Volunteer Work

- Provided childcare during a community debate on campus about police body cameras on January 15, 2015.
- Provided childcare during a community debate on building a new jail in Dane County on March 12, 2015.
- Volunteered weekly at the Madison Children’s Museum running weekly workshops from October 2010 – May 2012.

MEDIA CONTACTS AND INTERVIEWS

Public Media

- Dr. Keith Strudler and Geoff Brault, *The Classroom on ESPN 1220*, interview about athletes endorsing political candidates on September 19, 2015.
- Simon Schustor, *The State News* (Michigan State University), interview about online activism on February 3, 2015.
- Jane Burns. *Wisconsin State Journal*, “Wizard World Comic Con goes beyond the comics,” February 2, 2015, http://host.madison.com/entertainment/television/wizard-world-comic-con-goes-beyond-the-comics/article_92708180-4433-54cf-ae3b-b9695708b7ea.html
- Kent Watson and Brian Standing, “Geeks Save the World,” *The 8 O’Clock Buzz*, WORT 89.9 FM, September 23, 2013, <http://www.wortfm.org/geeks-save-the-world/>
- Jolyon Jenkins, Interview about fan activism, BBC Radio, September 16, 2013. The radio story “Fan Power” was published on November 11, 2013, <http://www.bbc.co.uk/programmes/b03gvd82>

University Media

- Jenny Price, “Practical Magic: Fans of Harry Potter and other pop culture touchstones transform into activists,” *On Wisconsin* alumni magazine, Fall 2014, <http://onwisconsin.uwalumni.com/uncategorized/practical-magic/>.
- Jenny Price, “Q&A: Turning fandom into political and social action,” University of Wisconsin-Madison news, August 16, 2013, <http://www.news.wisc.edu/22036>
- Amy Schultz, “Public Humanities Exchange Grant Awarded to Ashley Hinck,” UW Communication Arts Department news, January 23, 2013, <https://commarts.wisc.edu/about/news/2013/01/23/public-humanities-exchange-grant-awarded-ashley-hinck>
- Mary Ellen Gabriel, “New certificate program offers ‘liberal arts approach to digital literacy,’ UW-Madison’s College of Letters & Science News & Notes, December 11, 2012, <http://news.ls.wisc.edu/?p=10898> and republished in the College of Letters and Science’s 2012-2013 Annual Report titled, *The Liberal Arts Advantage*.

BLOG POSTS

Rhetorically Speaking (run by the University of Wisconsin-Madison Rhetoric, Politics, & Culture program)

- “As You’re Tweeting the National Championship Game...,” *Rhetorically Speaking*, April 6, 2015, <http://rhetoric.commarts.wisc.edu/?p=276>
- “Thai Protesters’ Use of the Hunger Games 3-Finger Salute as a Form of Resistance and Critique,” *Rhetorically Speaking*, June 4, 2014, <http://rhetoric.commarts.wisc.edu/?p=169>
- “Why Rhetoricians Need to Pay Attention to Fan Culture,” *Rhetorically Speaking*, May 29, 2014, <http://rhetoric.commarts.wisc.edu/?p=150>
- “China, Japan, and Voldemort,” co-authored with Judy Y. for *Rhetorically Speaking*, February 3, 2014, <http://rhetoric.commarts.wisc.edu/?p=92>
- “Team Jack: What It Means to Be a Husker,” *Rhetorically Speaking*, January 9, 2014, <http://rhetoric.commarts.wisc.edu/?p=75>

Antenna: Responses to Media & Culture (run by the University of Wisconsin-Madison Media & Cultural Studies program)

- “The Wire, Freddie Gray, and Collective Social Action,” *Antenna: Responses to Media & Culture*, April 28, 2015, <http://blog.commarts.wisc.edu/2015/04/28/the-wire-freddie-gray-and-collective-social-action/>
- “Popular Culture and Politics: The Hunger Games 3-Finger Salute in Thai Protests,” *Antenna: Responses to Media & Culture*, June 4, 2014, <http://blog.commarts.wisc.edu/2014/06/04/popular-culture-and-politics-the-hunger-games-3-finger-salute-in-thai-protests/>
- “Harry Potter Takes Fans from Apathy to Activism,” *Antenna: Responses to Media & Culture*, January 24, 2011, <http://blog.commarts.wisc.edu/2011/01/24/harry-potter-takes-fans-from-apaty-to-activism/>

Imagine Better (the Harry Potter Alliance’s Blog)

- “Hermione Visits Madison, WI,” *Imagine Better*, March 29, 2011, <http://thehpalliance.org/2011/03/hermione-visits-madison-wisconsin/>

DIGITAL MEDIA PRODUCTION SKILLS

- Website design with CSS and HTML
- Video editing in iMovie and Adobe Premiere
- Image manipulation in Adobe Photoshop and sound editing in Adobe Audition
- Experience with digital video, including lighting, sound, editing, and compression

PROFESSIONAL MEMBERSHIPS

- National Communication Association (NCA), 2007-present
- Central States Communication Association (CSCA), 2008-present
- Association of Internet Researchers (AoIR), 2010-present
- Society for Cinema and Media Studies (SCMS), 2011-present
- International Communication Association (ICA), 2013-present
- American Studies Association (ASA), 2014-2015
- Rhetoric Society of America (RSA), 2014-present