Shuwen Li

shuwenli@northwestern.edu

EDUCATION

Ph. D. in Rhetoric and Scientific & Technical Communication
University of Minnesota, Twin Cities, USA
M. A. in Professional and Technical Writing
University of Arkansas, Little Rock, USA
B. A. in English
Zhengzhou University, Zhengzhou, P.R. China

REFEREED PROCEEDINGS ARTICLES

Li, S. (2022). Bringing the World: Capitalizing on Multilingual and Multicultural Resources in a Technical and Professional Writing Classroom. In *Proceeding of the 2022 International Professional Communication Conference (ProComm)*.IEEE https://ieeexplore.ieee.org/document/9881651.

Li, S. (2019). Dwelling on vlogging: A case study of amateur technical communicator. In *Proceeding of the 2019 International Professional Communication Conference (ProComm)*.IEEE https://ieeexplore.ieee.org/document/8804585.

Li, S. (2017). Communicating in new contexts: A case study of a cross-cultural electronic roadshow. In *Proceeding of the 2017 International Professional Communication Conference (ProComm)*.IEEE http://ieeexplore.ieee.org/document/8013958/.

Li, S. (2016). Performative ePortfolio: A learning tool in technical and professional writing class. In *Proceeding of the 2016 International Professional Communication Conference (ProComm)*. IEEE. https://ieeexplore.ieee.org/document/7740492.

Li, S. (2015). (Work-in-Progress) Gaining trust: The construction of corporate ethos in Alibaba's U.S. IPO. In *Proceeding of the 2015 International Professional Communication Conference (ProComm)*. IEEE. http://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=7235841.

Li, S. (2014). Navigating the "eddies": Cross-cultural teaching and learning experiences in a technical and professional writing class. In Proceeding of the 2014 International Professional Communication Conference (*ProComm*). IEEE. http://ieeexplore.ieee.org/stamp/stamp.jsp?tp=&arnumber=7020387.

Armfield, D. M., Gurak, L. J., & **Li, S.** (2013). The global reach of visual communication: Pitfalls and potentials. In *Proceeding of the 2013 International Professional Communication Conference* (*ProComm*). IEEE. http://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=6623908.

Breuch, L., Thomas-Pollei, K., Bakke, A., Mackey, E., & **Li, S.** (2015). Using OpenNotes in inpatient (hospital) settings: Connecting physician-patient communication with user-centered professional communication. In *2015 IEEE International Professional Communication Conference*. IEEE. http://ieeexplore.ieee.org/stamp/stamp.jsp?tp=&arnumber=7235851.

GRANTS

Lecturer's Professional Development Grant, $2,000, Center for Research, Learning, and Teaching

(CRLT), U of Michigan, October 2021.

Lecturer's Professional Development Grant, $1,000, Lecturers' Employee Organization (LEO), U of
Michigan, November 2019.

Inclusive Teaching Professional Development Grant, $1,000, LEO, U of Michigan, May 2019.

"Developing Translingual Activities to Support Sweetland's Multilingual Writing Curriculum," $500,
CRLT, U of Michigan, October 2017.

"Inclusive Pedagogies in Multilingual Writing Classrooms." $1,000, CRLT's Faculty Communities for
Inclusive Teaching Initiative, U of Michigan, January 2017.

TEACHING EXPERIENCE

Associate Professor of Instruction

Cook Family Writing Program, Northwestern University, Evanston

January 2023–present, Evanston, IL, USA

- Writing and Speaking in Business (two face-to-face classes)

Lecturer III (received a contract for Lecturer IV promotion in Nov. 2021)

Sweetland Center for Writing, U of Michigan, Ann Arbor

September 2016–present, Ann Arbor, MI, USA

- Writing with Digital and Social Media: Technical Writing (three face-to-face and one online classes)
- Technical and Professional Presentation for International and Multilingual Students (one face-to-face and one online classes)
- Technical and Professional Writing and Communication in International Contexts (one face-to-face and one online classes)
- College Writing for International and Multilingual Students (five face-to-face and two online classes)
- Editing and Style for International and Multilingual Students (eight face-to-face and three online classes)
- Directed Writing: Ethos and Writing (one online class)
- Advanced Writing for International and Multilingual Students (three face-to-face classes)
- Academic Communication for International and Multilingual Students (three face-to-face classes)
- Special Topics in Coaching Writers: Coaching Writing with Multilingual Writers (one face-to-face class)

Developed course syllabi, lesson plans, and assignments. Delivered courses and graded. Conducted outreaches about working with international and multilingual writers to faculty of U of Michigan.

Intermittent Lecturer

English Language Institute, U of Michigan, Ann Arbor

June–August 2017, June–August 2018, June–August 2019, June–August 2020, Ann Arbor, MI, USA

- Business Writing for International MBA Students (intensive writing course, 34 students in 2017, 21 students in 2018, 20 students in 2019, and 15 students in 2020)

Developed course syllabi, lesson plans, coursepacks, and assignments. Delivered courses and graded.

Writing Workshop Consultant
Sweetland Center for Writing, U of Michigan, Ann Arbor
September 2016–present, Ann Arbor, MI, USA

Conducted individual writing consultations with undergraduate and graduate students, covering from invention, research, organization, argumentation, style, to sentence-level revision. Worked in various genres, including narrative/analytical/argumentative essays, memos, business documents (e.g., recommendation report), scientific reports, grant proposals, fellowship applications, dissertations, manuscripts, conference articles, reviews, resumes, cover letters, personal statements, and multimodal projects.

Facilitator of (International) Graduate Instructor Training
Center for Research, Learning, and Teaching, U of Michigan, Ann Arbor
August 2017, August–September 2018, January-April & August 2019, January-March 2020, March & August-September 2021, January & April 2022, Ann Arbor, MI, USA

Facilitated practice teaching sessions, submitted online feedback on teaching practices, and held individual conferences with international graduate student instructors to discuss their teaching.

Graduate Instructor
Department of Writing Studies, U of Minnesota, Twin Cities
August 2011–December 2015, Minneapolis, MN, USA

- Technical and Professional Writing (two online native-English speaker classes)
- Technical and Professional Writing (three face-to-face native-English speaker classes)
- University Writing (four face-to-face native-English speaker classes).

Developed course syllabi, lesson plans, and assignments. Delivered courses and graded.

RELATED EXPERIENCE

Web Content Developer
Department of Asian Languages and Literatures, U of Minnesota, Twin Cities
December 2014–February 2015, Minneapolis, MN, USA

Produced content for the website of Chinese Language Flagship Program.

Copyeditor
U of Arkansas Division of Agriculture Cooperative Extension Service
February 2010–July 2011, Little Rock, AR

Copyedited newsletters, web articles, agricultural reports, etc.

Grant Writer
U of Arkansas Division of Agriculture Cooperative Extension Service
April 2011–May 2011, Little Rock, AR

Wrote a Coca-Cola grant proposal for Arkansas 4-H Foundation Horse Program ($16,580, not funded)

Assistant Graduate Coordinator
Department of Rhetoric and Writing, U of Arkansas, Little Rock
August 2009–May 2011, Little Rock, AR, USA

Assisted the MA Graduate Coordinator with graduate admission, graduate student orientation, maintenance of graduate student records, and communication with faculty members.

Research Assistant
College of Arts, Humanities, and Social Sciences, U of Arkansas, Little Rock
August 2009–May 2011, Little Rock, AR, USA
Worked with the Director of Technology of College of Arts, Humanities, and Social Sciences on the project: "Increasing Teaching Efficiency and Effectiveness in Large-Enrollment First-Year Composition Classes at UALR." Assisted the Director with setting up a new media center and creating a digital humanities program.

CONFERENCE PRESENTATIONS

"Bringing the World: Capitalizing on Multilingual and Multicultural Resources in Technical and Professional Writing Classroom," individual presentation delivered at *Writing Across Borders VI Conference,* Trondheim, Norway, February 2023.

"Teaching from a Humanist, Communalist, and Interpretative Stance, Tapping Diverse Resources in Professional and Technical Writing Classroom," individual presentation delivered at *Conference on College Composition and Communication*, Chicago, Illinois, February 2023.

"Bringing the World: Capitalizing on Multilingual and Multicultural Resources in a Technical and Professional Writing Classroom," paper presented at *International Professional Communication Conference,* Limerick, Ireland, July 2022.

"Beyond 'Standard' English: Implementing an Intercultural Communication Project to Promote Diversity, Equity, and Inclusion in a Technical Communication Course," individual presentation accepted to *Conference on College Composition and Communication*, Chicago, Illinois, March 2022.

"Invigorating a Common Place: Practicing Vlogging in Professional and Technical Communication Classrooms," individual presentation accepted to *Conference on College Composition and Communication*, Spokane, Washington, March 2021.

"Vloggers as Technical Communicators: Implications from a Case Study" individual presentation accepted to *Writing Across Borders V Conference,* Xi'an, China, March 2020.

"Teaching Research-Based Academic Writing Through Debates" individual presentation accepted to *Writing Across Borders V Conference,* Xi'an, China, March 2020.

"Techniques for Building Commonplaces: Insights from Vlogging" individual presentation accepted to *Conference on College Composition and Communication*, Milwaukee, Wisconsin, March 2020.

"Dwelling on vlogging: A case study of amateur technical communicator" paper delivered at *International Professional Communication Conference,* Aachen, Germany, July 2019.

"Vloggers as Entrepreneurs: Communication Tactics from a Case Study" individual presentation delivered at *Association of Business Communication Conference,* Detroit, Michigan, October 2019.

"Balancing Acts: Creating Inclusive Curriculum for Multilingual and International Students at a Large R1 Institution" with Naomi Silver and Ryan McCarty, panel presentation delivered at *Conference of Council of Writing Program Administrators*, Baltimore, Maryland, July 2019.

"Dwelling through Performance: Using Debate to Facilitate Teaching Academic Writing" individual presentation delivered at *Conference on College Composition and Communication*, Pittsburgh, Pennsylvania, March 2019.

"Authenticity and Expression: A Student's Dwelling in a Multimodal Project" individual presentation delivered at *Conference on College Composition and Communication*, Kansas City, Missouri, March 2018.

"Ethos as Dwelling: The Construction of Corporate Ethos in an IPO" individual presentation accepted to *Association of Business Communication Conference,* Dublin, Ireland, October 2017.

"Communicating in New Contexts: A Case Study of a Cross-Cultural Electronic Roadshow" paper delivered at *International Professional Communication Conference,* Madison, Wisconsin, July 2017.

"Cultivating Students' Ethos: Using Performative ePortfolio in Professional and Technical Writing Class" individual presentation delivered at *Conference on College Composition and Communication*, Portland, Oregon, March 2017.

"Performative ePortfolio: A Learning Tool in Writing Class" individual presentation accepted to *International Conference on Writing Research: Writing Research Across Borders IV,* Bogota, Colombia, February 2017.

"Multimodal Composition and Emotional Materiality: A Case Study of a Student's Self-initiated Video Project" individual presentation accepted to *International Conference on Writing Research: Writing Research Across Borders IV,* Bogota, Colombia, February 2017.

"Performative ePortfolio: A Learning Tool in Technical and Professional Writing Class" paper delivered at *International Professional Communication Conference,* Austin, Texas, October 2016.

"Composing Across Different Modes: A Case Study of a Student's Self-Initiated Video Project" individual presentation delivered at *14th International Writing Across the Curriculum Conference,* Ann Arbor, Michigan, June 2016.

"Enigmatic Ethos: Exploring the Changing Meaning of Rhetorical Ethos in New Contexts" paper delivered at *Rhetoric Society of America Conference,* Atlanta, Georgia, May 2016.

"(Work-in-Progress) Gaining Trust: The Construction of Corporate Ethos in Alibaba's U.S. IPO" paper delivered at *International Professional Communication Conference,* Limerick, Ireland, July 2015.

"Using OpenNotes in an Intensive Care Unit (ICU): Connecting doctor-patient communication with user-centered professional communication" with Lee-Ann Breuch, Kim Thomas-Pollei, Elizabeth Mackey, and Abigail Bakke, paper delivered at *International Professional Communication Conference,* Limerick, Ireland, July 2015.

"Integrating an 'Identity' Presentation into Technical and Professional Writing Class: A Multimodal Approach to Constructing Student Writer's Identity" individual presentation accepted to *National Popular Culture and American Culture Association Conference,* New Orleans, April 2015.

"Exploring Technical Communication Value through Strategic Research Partnership: The Open Notes Project" with Lee-Ann Breuch, Kim Thomas-Pollei, and Elizabeth Mackey, panel presentation delivered at *Association of Teachers of Technical Writing conference*, Tampa, Florida, March 2015.

"Sign-Using or Sign-Making?: Potential Risks and Rewards of Employing Multimodal Assignments in College Composition Classrooms" with Thomas Reynolds, presentation delivered at *Conference on College Composition and Communication*, Tampa, Florida, March 2015.

"Navigating the 'Eddies': Cross-Cultural Teaching and Learning Experiences in a Technical and

Professional Writing Class" paper delivered at *International Professional Communication Conference,* Pittsburgh, Pennsylvania, October 2014.

"Using A Cross-Cultural Approach to Analyzing Historical Artifacts: A Proposal for Interpreting 'Rhetoric' in the Global Context" paper delivered at *Doing Rhetoric at the U Conference,* Minneapolis, Minnesota, September 2014.

"The Possibility of Using Multimodal Pedagogy to Connect Voice and Subjectivity" paper delivered at *13th International Writing Across the Curriculum Conference,* Minneapolis, Minnesota, June 2014.

"Sophists Across Borders: Discovering Similarities and Differences in the Ancient Rhetorical Traditions" paper delivered at *Rhetoric Society of America Conference,* San Antonio, Texas, May 2014.

"Integrating 'Rhetoric' Presentation into Writing Class: An Approach to Cultivating Students' Awareness of the Use of Rhetoric" paper delivered at *National Popular Culture and American Culture Association Conference,* Chicago, April 2014.

"The Use of Footnotes in Law Review Articles" individual presentation accepted to *International Conference on Writing Research: Writing Research Across Borders III,* Paris, France, February 2014.

"The Global Reach of Visual Communication: Pitfalls and Potentials" with Laura Gurak and Dawn Armfield, paper delivered at *International Professional Communication Conference,* Vancouver, Canada, July 2013.

"Contrasting Visual Arguments in *Infernal Affairs* and *The Departed*: An Approach to Contrastive Rhetoric" paper delivered at *National Popular Culture and American Culture Association Conference,* Washington D. C., March 2013.

"The Contribution of Genre to Social Justice: Implication from a Chinese Case" individual presentation accepted to *Genre 2012—Rethinking Genre Twenty Years Later: An International Conference on Genre Studies,* Ottawa, Canada, June 2012.

"Divergence and Convergence in Intercultural Communication: A Rhetorical Case Study of Online Movie Reviews" paper delivered at *Rhetoric Society of America Conference,* Philadelphia, Pennsylvania, May 2012.

"Everything That Rises Must Converge: A Chinese-English Contrastive Rhetoric Case Study" paper delivered at *Conference on College Composition and Communication,* St. Louis, Missouri, March 2012.

"Constructing Visual Arguments" paper delivered at *68th Annual South Central MLA Conference,* Hot Springs, Arkansas, October 2011.

"Understanding Visual Argumentation" paper presented at *Joint Conference of the National Popular Culture and American Culture Association and the Southwest/Texas Popular Culture and American Culture Association,* San Antonio, Texas, April 2011.

AWARDS, FELLOWSHIPS, & SCHOLARSHIPS

U of Minnesota, Department of Writing Studies, May, 2015, Graduate Student Teaching Excellence Award for 2014–2015 ($500)

U of Minnesota, Department of Writing Studies, June–August, 2015, Dissertation Research Award ($200)

U of Minnesota, Council of Graduate Studies, July, 2015, Conference Travel Award ($900)

U of Minnesota, Graduate Student Professional and Scholarly Association,
May, 2015, Professional Travel Grant ($250)

U of Minnesota, Department of Writing Studies, January–May 2015, Industrial Affiliates Spring Semester Research Fellowships in Professional and Technical Communication ($16,500)

2014 International Professional Communication Conference, October 13–15 2014, Carnegie Mellon University Diversity Scholarship (waived $185 registration fee and awarded $500 for travel reimbursement)

2014 International Writing Across the Curriculum Conference, June 12–14, 2014, Conference Registration Scholarship (waived $200 registration fee)

U of Minnesota, Department of Writing Studies, May–August 2014 James I. Brown Summer Research Fellowship in Rhetoric ($6,000)

U of Minnesota, Graduate Student Professional and Scholarly Association, 2014, 2013, 2012, Conference Travel Grant ($250)

PROFESSIONAL TRAINING AND SERVICES

- Participant in Teaching for Equity and Inclusion Program by Center for Research, Learning, and Teaching, U of Michigan, Ann Arbor
  May–December 2021
  Trained in three teaching circles for applying equity and inclusive teaching principles to teaching. Participated in an individual consultation with the program coordinator to revise an assignment.

- Chair of the Multilingual Committee of the Sweetland Center for Writing, U of Michigan, Ann Arbor
  September 2017–December 2020
  Redesigned four courses based on research (a survey on 245 international students and five focus group interviews) on international students' needs for writing courses, established meetings for reviewing international student orientations and advising sessions, and organized workshops for faculty professional development.

- Representative and advisor of Sweetland at the U of Michigan's International Students' Orientation, U of Michigan, Ann Arbor
  August 2017–August 2021
  Delivered campus-wide presentations on Sweetland courses to first-year and transfer international students, conducted group and individual consultations, and produced a video on Sweetland courses and services.

- Fellows Seminar of Writing Pedagogy, U of Michigan, Ann Arbor
  January–April, 2017
  Discussed writing issues ranging from assignment design, revision, writing assessment, to writing in discipline and transfer in writing. The program was supported by the College of Literature, Science & the Arts, the Rackham Graduate School, and the Sweetland Center for Writing.

- Reviewer of IEEE's International Professional Communication Conference (2017–2022)

REFERENCES
Dr. Theresa Tinkle
Director of Sweetland Center for Writing and Professor of English, U of Michigan, Ann Arbor
734-763-3128

tinkle@umich.edu

Dr. Donald Ross
Professor of Department of Writing Studies at U of Minnesota, Twin Cities
612-625-5585
rossj001@umn.edu

Dr. James Zappen
Professor of Department of Communication and Media at Rensselaer Polytechnic Institute
518-276-6467
zappenj@rpi.edu