

Gabriel L. Wisnewski-Parks

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Curriculum Vitae



Biography

Gabe is a Human Communication instructor, scholar, and consultant based in the United States. He earned undergraduate and graduate degrees in Communication Studies from The University of North Carolina at Greensboro. He works as a full-time instructor in the Western Carolina University Department of Communication, where he teaches the foundational human communication course and conducts a variety of independent and collaborative research projects. Beyond academia, Gabe's experiences range from consultant for regional businesses, non-profit marketing and communications work, to providing expert social media commentary for CNN Business.

Gabe's scholarship relates to three primary areas of inquiry:

- (1) Critical-rhetorical perspectives on political communication, particularly on the relationships between political narratives and ideologies.
- (2) The role of social media platforms and digital communication in constructing identity for users and for shaping public discourse, specifically regarding discourses on gender and masculinity.
- (3) Communication education and theory, and scholarship of teaching and learning.

Currently, Gabe is finalizing a co-authored handbook chapter on Public Speaking Pedagogy and Democracy with WCU colleague, Vincent Russell. Gabe's other works are featured in *Southern Communication Journal*, the edited book collection, *Rhetoric of Masculinity: Male Body Image, Media, and Gender Role Stress/Conflict*, and in *Flow: A Critical Forum on Media and Culture*. He has served as assistant to the editor for the Carolinas Communication Association *Annual*, and as a reviewer for The National Communication Association's Communication Theory and Rhetoric division and for the journal *Information & Culture*.

Education

- M.A.** UNC Greensboro.
Communication Studies, 2022.
Concentration in Rhetorical Studies.

Capstone: Comparing Counter Publics: Wild Goose and Moral Mondays in North Carolina.

B.A. UNC Greensboro.
Communication Studies, 2020.
Minor in English. (Focus in Public Advocacy & Rhetoric.)
Magna Cum Laude.

A.A. Alamance Community College, Graham, NC.
Associate in Arts, 2017.
With Honors.

Academic Employment and Experience

Western Carolina University (WCU), Department of Educational Outreach 2023–ongoing

Business Communication Consultant.

- Worked with the department of educational outreach to create a presentation and communication skills workshop for Nantahala Outdoor Center employees.
- Facilitated multiple communication skills workshops for teams of Nantahala Outdoor Center managers.

Western Carolina University (WCU), Summer Bridge Program, 2023

Instructor.

- Teaches COMM 201 to students participating in WCU's Summer Bridge programs.

Western Carolina University (WCU), Department of Communication FA 2022–

Full-time Instructor.

- Teaches multiple sections per semester of COMM 201: Foundations of Communication.

UNC Greensboro, Department of Communication Studies, 2020-2022.

Graduate Teaching Associate and Research Fellow.

- Independently taught two 25 seat sections per semester of CST 105: Introduction to Communication Studies.
- Mentored first-year teaching assistants and cohort members.

UNC Greensboro, Department of Communication Studies, 2019-2020.

Senior Peer Advisor.

- Trained a team of junior peer advisors on department advising processes and protocol.
- Advised undergraduate students in planning out the completion of their degrees.
- Transitioned department advising documentation from print files to digital.
- Created 5 advising how-to videos for the department.

The Carolinian, UNCG's campus student paper, 2020.

Arts & Entertainment Contributor.

- Writer for entertainment section.

UNCG, Department of Communication Studies, 2019.

Communication Theory Tutor

- Organized and facilitated group study sessions and one-on-one tutor sessions for students enrolled in three sections of CST 300: Communication Theory.
- Held consultations and gave feedback on student papers.

Alamance Community College, 2019.

Invited Mock Trial Judge

- Evaluated student performances for Alamance Community College intramural Mock Trial tournaments.

Publications

Scholarly Book Chapters

Wisnewski-Parks, G. & Russell, V. (Forthcoming, 2024). Democratic Education through Public Speaking: A Review and Advance of Citizenship Preparation for Public Speaking

Pedagogy. In S Munz., T. McKenna-Buchanan, & A. Wright (eds.), *The Routledge Handbook of Public Speaking Research and Theory*, Routledge.

Parks, G., Russo, D., & Simon, J. (2022). New media masculinities: How YouTube influencers incubate masculine ideologies and mentor men through gender role conflict/stress. In D. Pompper (ed.), *Rhetoric of Masculinity: Male body image, media, and gender role stress/conflict*, Lexington Books.

Peer-Reviewed Journal Articles

Parks, G. (2020). Considering the Purpose of “An Alternative Sense-Making Collective”: a Rhetorical Analysis of the Intellectual Dark Web. *Southern Communication Journal*, 85(3), 178-190, DOI: 10.1080/1041794X.2020.1765006

Public-facing Scholarship

Wisnewski-Parks, G. (2023). Profiles without agency? BeReal and the future of profile building. *Flow Journal*, 29(04).

https://www.flowjournal.org/2023/02/profiles_without_agency_bereal/#comments

Conference Presentations

Wisnewski-Parks, G. (2023). Democratic Education through Public Speaking: A Review and Advance of Citizenship Preparation for Public Speaking Pedagogy, presented at the National Communication Association Convention (Basic Course Division), National Harbor, Maryland, November 2023.

Moderator. Wisnewski-Parks, G. (Chair), Garcia, B., Gray, L., Hart, R., & Readling, G. (2023). Alumni Panel: Communication in Politics. A panel discussion at Western Carolina University Communication Department’s Alumni Event, Cullowhee, North Carolina, October 2023.

Panelist. McCall, J. (Chair), Cassidy, E. Clifford, J., Garfunkel, S., Hunt, N., & Wisnewski-Parks, G., (2022). The Impacts of Mental Health on Student Public Speaking Experiences.

An invited panel discussion at the National Association of Communication Centers conference, Greensboro, North Carolina, March 2022.

Panelist. McCall, J. (Chair), Allen, H., Alverson, A., Bayer, D., Cassidy, E. Hunt, N., Levithan, M., Parks, G., Smith, M., & Schwartzman, R. (2021). Pathways for Resilience in the Basic Course: Graduate Teaching Assistant Reflections on Fostering Resilience in Themselves and Students during COVID-19. A panel discussion at the Carolinas Communication Association virtual conference.

Parks, G. (2019). Considering the Purpose of an “Alternative Sense-Making Collective”: Making Sense of Dialogic Possibilities in an Era of Polarization, presented at the Carolinas Communication Association, Hilton Head Island, South Carolina, September 2019. **(Winner: Mary E. Jarrard Award for Top Undergraduate Paper, Carolinas Communication Association.)**

Research

Expertise

Communication theory, communication education, rhetorical theory and criticism, political communication, social media platforms, masculinity and gender studies.

Interests

Rhetorical studies, critical theory, social polarization, political communication, health communication and healthcare advocacy, rhetoric of religion, media studies, video essays, social media, public intellectuals and influencers, conspiracy theories, intersectional, masculinity and gender studies, relational communication, autoethnography and narrative.

Project Experiences

Western Carolina University, Department of Communication, 2023

Researcher, working with Candy Noltensmeyer and Grace Cheshire.

- Researching a collaborative study on student self-disclosure in the classroom.

Western Carolina University, Department of Communication, 2023

Researcher, working with Grace Cheshire and Vincent Russell.

- Researching a collaborative theoretical piece on Critical-Positive communication pedagogy.

UNCG, Department of Communication Studies, 2021

Research Assistant, supervised by Loreen Olson.

- Helped gather data and analyze testimonies of survivors of the Larry Nassar/USA Gymnastics sex abuse scandal.

UNCG, Department of Communication Studies, 2021

Research Assistant, supervised by Dr. Jenni Simon.

- Helped research holistic university peer advising best practices.

UNCG, Department of English, 2020

Student Intern for ENG 307: Public Advocacy and Argument, supervised by Dr. Heather Adams.

- Created original content and revisions for approximately half of the ENG 307 course.
- Created a collaborative video lesson on the Toulmin method of argumentation.

Awards and Honors

2023: **Top Paper Award (Nominee), National Communication Association**

Nominated for a competitive top paper award, NCA Basic Course Division.

2020: **Greensboro Graduate Scholar Fellowship, UNCG.**

Awarded a competitive graduate fellowship for academic merit and promise.

2020: **Graduate Assistantship, UNCG.**

Awarded a competitive departmental two-year assistantship.

2020: **Commencement speaker, Department of Communication Studies, UNCG.**

Invited undergraduate speaker for the CST Department undergraduate class of 2020 commencement.

2019: **Mary E. Jarrard Award for Top Undergraduate Paper, Carolinas Communication Association.**

Awarded a competitive top paper award for the essay entitled, "Considering the Purpose of an "Alternative Sense-Making Collective": Making Sense of Dialogic Possibilities in an Era of Polarization, presented at the Carolinas Communication Association, Hilton Head Island, South Carolina, September 2019.

2019: **Kathryn McAllister England Scholarship, UNCG.**

Awarded a competitive undergraduate scholarship for academic merit.

2019: **Chancellor's list, UNCG.**

2018: **Young In Heart Scholarship, First United Methodist Church of Graham, NC.**

Awarded a competitive scholarship.

2017: **President's list, Alamance Community College.**

Listed for GPA achievement.

2016: **Academic Excellence Scholarship, Alamance Community College.**

Awarded a competitive scholarship for academic merit.

2016: **Character Witness Award, Alamance Community College's Mock Trial Competition.**

Won a competitive award for a Mock Trial character performance.

Academic Service

Information & Culture, 2023

- Invited manuscript reviewer.

National Communication Association, 2022.

- Volunteer reviewer, Rhetorical and Communication Theory Division.

Carolinas Communication Association, *Annual*, 2021.

Assistant to the Editor.

- Worked with the Annual editor to receive submissions for review.
- Answered emails and performed administrative duties.

Professional Development

Department of Communication Studies / Office of Leadership & Civic Engagement, UNCG, 2022.

Strengthsfinder Leadership Facilitator.

- Participated in training sessions for Strengthsfinder leadership tool facilitation.
- Helped facilitate Strengthsfinder leadership debrief sessions for students enrolled in CST 350: Small Group & Team Communication.

Office of Leadership & Civic Engagement, UNCG, 2021.

Strengthsfinder Leadership Summit.

- Completed personal assessment and group workshop on Strengthsfinder leadership tool.

Political Theory Webinar: Why not Capitalism / Socialism? 2021.

- Participated in a multi-day web panel session on the scholarly works of G.A. Cohen and Jason Brennan, led by Dr. Benjamin Burgis.

Department of Communication Studies, UNCG, 2021.

Intercultural Competency Training Workshop.

- Completed IDI training.

Department of Communication Studies, UNCG, 2021.

Capstone Mentor.

- Mentored a Communication Studies undergraduate Senior enrolled in the capstone course.

Department of Communication Studies, UNCG.

Graduate Student Association (GSA) Departmental Representative.

- Attended meetings and conveyed information regarding scholarships, grants, and professional development opportunities to fellow graduate students.

Center for Creative Leadership, Greensboro, NC.

Campus Greensboro Leonard Kaplan Leadership Institute Training, 2020.

- Obtained a leadership certificate upon completion of multi-day training sessions on leadership.

Media Appearances

CNN Business, "Here's why Joe Rogan is so popular." [Interview with journalist Zach Wasser](#). I was invited by CNN to comment on podcaster Joe Rogan and streaming service Spotify in the news, based on my research related to social media influencers and persuasive communication. 2/3/2022.

Affiliations

National Communication Association

Carolinas Communication Association

Kenneth Burke Society

Lambda Pi Eta

Omicron Delta Kappa

Phi Theta Kappa

Heterodox Academy

References

Scott Eldredge, Ph.D.

Assistant Professor and Department head, Western Carolina University Department of Communication

saeldredge@wcu.edu

Roy Schwartzman, Ph.D.

Professor & Co-Director, Campus Writing and Speaking Program, North Carolina State Department of Communication

rjschwar@ncsu.edu

Jessica McCall, Ph.D.

Senior Lecturer, Basic Course Director, UNC Greensboro Department of Communication Studies. (336) 587-4788

jedelk@uncg.edu

Jenni Simon, Ph.D.

Senior Lecturer, Director of Undergraduate Studies, UNC Greensboro Department of Communication Studies. (303) 949-3948

jmsimon@uncg.edu

Daniel Russo, Ph.D. candidate and Graduate Teaching Fellow, UNC Chapel Hill Department of Communication.

drusso@unc.edu