Jordan Smith

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EDUCATION

2019   PhD, Iowa State University

Applied Linguistics and Technology (*co-major*)
Rhetoric and Professional Communication (*co-major*)

Dissertation: "A comparison of prescriptive usage problems in formal and informal written English"

Committee: Bethany Gray (*co-chair*), Jo Mackiewicz (*co-chair*), David R. Russell, Sowmya Vajjala, Tracy Lucht

2013   MPC, Weber State University

Professional Communication (*major*)

Thesis: "Syntactic structures in advertising English: A stylistic analysis comparing print ads from 1885, 1950, and 2000"

Committee: Sarah Steimel (*chair*), Mark S. LeTourneau

2008   BA, Brigham Young University

English Language (*major*)
Editing (*minor*)

ACADEMIC APPOINTMENTS

2019–present   Assistant professor, Department of Technical Communication, University of North Texas

2014–2019   Graduate teaching/research assistant, Department of English, Iowa State University

2008–2014   Adjunct instructor, Program in Digital Humanities and Technology (formerly Computers and the Humanities), Brigham Young University

ACADEMIC INTERESTS & RESEARCH AREAS

technical editing, English grammar and usage, corpus linguistics, content/discourse/text analysis, register variation, prescriptivism, formality in writing, stylistics

PUBLICATIONS

Articles

Smith, J. (under review). Determining levels of prescriptivism in American English usage guides. *English Today.*

Smith, J. (2023). Corpus linguistics and technical editing: How corpora can help copyeditors adopt a rhetorical view of prescriptive usage rules. *Journal of Business and Technical Communication, 37*(2), 194–216.

Campbell, K. S., Naidoo, J. S., & **Smith, J.** (accepted, published online). When your boss says, "you need to sound more professional": Writing style and writer attributions. *International Journal of Business Communication*. Advance online publication. doi:10.1177/23294884211025735

Smith, J. (2020). A content analysis of figure captions in academic journals from four disciplines. *IEEE Transactions on Professional Communication*, 63(4), 341–360. doi:10.1109/TPC.2020.3032049

Smith, J., Mackiewicz, J., Hanson, D., Fanning, S. N., & Doan, S. (2016). The communicative work of biology-journal captions: Lessons for technical and professional communication. *Technical Communication Quarterly, 25*(4), 260–277. doi:10.1080/10572252.2016.1222453

Book Chapter

Gray, B., Cotos, E., & **Smith, J.** (2020). Combining rhetorical move analysis with multi-dimensional analysis: Research writing across disciplines. In U. Römer, V. Cortes, and E. Friginal (Eds.) *Advances in corpus-based research on academic writing: Effects of discipline, register, and writer expertise*. Amsterdam: John Benjamins. doi:10.1075/scl.95.06gra

Conference Proceedings

Smith, J. (2020, July). Extended abstract: Using empirical data to inform technical-editing pedagogies. In *2020 IEEE International Professional Communication Conference (ProComm)* (pp. 192–194). IEEE. doi:10.1109/ProComm48883.2020.00044

Reviews

Smith, J. (2022). [Review of the book *Researching genres across languages: Multimodal communication online*, by Carmen Pérez-Llantada]. *English for Specific Purposes, 67*, 62–64. https://doi.org/10.1016/j.esp.2022.04.001

Smith, J. (2020). [Review of the book *Register variation online*, by Douglas Biber and Jesse Egbert]. *Register Studies, 2*(1), 166–171. doi:10.1075/rs.19018.smi

Smith, J. (2020). [Review of the book *Corpus stylistics*, by Dan McIntyre and Brian Walker]. *Corpora, 15*(2), 243–246. doi:10.3366/cor.2020.0196

Smith, J. (2019). [Review of the book *Regional variation in written American English*, by Jack Grieve]. *Corpora, 14*(1), 131–134. doi:10.3366/cor.2019.0164

He, L., & **Smith, J.** (2019). [Review of the software *ImmerseMe*, produced by ImmerseMe Ltd.]. In J. Levis, C. Nagle, & E. Todey (Eds.), *Proceedings of the 10ᵗʰ Pronunciation in Second Language Learning and Teaching Conference*, ISSN 2380-9566, Ames, IA, September 2018, 461–466.

Manuscripts in Preparation

Keller, D., Gray, B., Cotos, E., & **Smith, J.** Applying zero-inflated factor analysis (ZIFA) as an engine for short-text multi-dimensional analyses. (pilot analyses completed; final analysis and write-up forthcoming)
Target journal: *Register Studies*

Smith, J. Grammatical enactment in President Obama's Umpqua address. (initial manuscript drafted)
Target journal: *Discourse & Society* or *Rhetoric and Public Affairs*

Smith, J. The grammaticalization of *said*: From attributive adjective to determiner. (pilot data collected and analyzed; rough manuscript drafted)
Target journal: *Journal of English Linguistics*

Smith, J. A diachronic stylistic analysis of grammatical features in print ads published in *Good Housekeeping*. (data collected and preliminary analysis conducted)
Target journal: *Language and Literature*

ACADEMIC CONFERENCES & WORKSHOPS

Presentations

Smith, J. (2022, September). "Challenging assumptions about the (in)formality of online registers: What survey results reveal about the situational characteristics of personal blogs." *American Association for Corpus Linguistics*. Flagstaff, AZ.

Keller, D., Gray, B., **Smith, J.**, & Cotos, E. (2022, September). "Zero-Inflated Factor Analysis for short-text Multi-dimensional Analysis: An MD of rhetorical moves in research articles." *American Association for Corpus Linguistics*. Flagstaff, AZ.

Smith, J. (2021, July). "Are prescriptive usage rules followed more often in formal writing than in informal writing? Formality as a factor of variation in prescriptive usage problems across two registers." *Corpus Linguistics*. Limerick, Ireland. (Conference held virtually due to COVID-19.)

Smith, J., Keller, D., Cotos, E., & Gray, B. (2021, July). "Comparing PCA and MCA for multi-dimensional analysis of a move-annotated corpus of disciplinary writing." *Corpus Linguistics*. Limerick, Ireland. (Conference held virtually due to COVID-19.)

Smith, J. (2020, July). "Extended abstract: Using empirical data to inform technical-editing pedagogies." *IEEE ProComm International Professional Communication Conference*. Kennesaw, GA. (Conference held virtually due to COVID-19.)

Smith, J. (2020, September [proposal submitted]). "Are prescriptive usage rules followed more often in formal writing than in informal writing? Formality as a factor of variation in

prescriptive usage problems across two registers." *American Association for Corpus Linguistics*. Flagstaff, AZ. (Conference canceled due to COVID-19.)

Gray, B., Cotos, E., **Smith, J.**, & Keller, D. (2020, September [proposal submitted]). "Comparing PCA and MCA for multi-dimensional analysis of a move-annotated corpus of disciplinary writing." *American Association for Corpus Linguistics*. Flagstaff, AZ. (Conference canceled due to COVID-19.)

Gray, B., Cotos, E., & **Smith, J.** (2019, March). "Linguistic characteristics of rhetorical moves in research writing across disciplines: Pairing multi-dimensional analysis with move analysis." *American Association for Applied Linguistics*. Atlanta, GA.

Smith, J. (2018, October). "The invisible rules of English." *Iowa State University Three Minute Thesis competition.* Ames, IA.

Smith, J. (2018, September). "Building a representative corpus of blogs: Methods, challenges, and constraints." *American Association for Corpus Linguistics*. Atlanta, GA.

Cotos, E., Gray, B., & **Smith, J.** (2018, September). "Combining multi-dimensional analysis with rhetorical move analysis to research writing across disciplines." *American Association for Corpus Linguistics*. Atlanta, GA.

Smith, J. (2017, June). "*said* as a noun modifier in news writing." *Prescriptivism Conference*. Park City, UT.

Smith, J. (2017, February). "Writing figure captions: A move–step analysis of captions across disciplines." *Writing Research Across Borders IV*. Bogotá, Colombia.

Smith, J. (2016, September). "The grammaticalization of *said*: From attributive adjective to determiner." *American Association for Corpus Linguistics*. Ames, IA.

Smith, J., Hanson, D., & Mackiewicz, J. (2016, April). "Favoring egalitarianism through elaborated captions in TPC journals." *Association of Teachers of Technical Writing*. Houston, TX.

Mackiewicz, J., Fanning, S. N., Hanson, D., **Smith, J.**, & Doan, S. (2015, March). "Extra(-textual) value: Doing more with captions in our TPC journal articles." *Association of Teachers of Technical Writing*. Tampa, FL.

Smith, J. (2012, June). "Visual characteristics of billboard advertisements: A study of preferences." *VISCOM: The Visual Communication Conference*. Midway, UT.

Poster

Smith, J. (2020, March). "Comparing prescriptive usage problems in formal and informal written English" *American Association for Applied Linguistics*. Denver, CO. (Conference canceled due to COVID-19.)

Panel

Ballard, T., Becker, K., & **Smith, J.** (2017, June). "The words with which we reflect: A study of the language used in student ePortfolios." *Computers and Writing*. Findlay, OH.

Workshop

Mackiewicz, J., Lunsford, K., & **Smith, J.** (2016, April). "Basics of coding: Analyzing data and reporting findings." *College Composition and Communication Conference*. Houston, TX.

Conferences and Workshops Attended

Dictionary Society of North America. (2021, June). (Held virtually due to COVID-19).

Workshop on Quantitative Linguistic Methods. (2020, May). Online workshop hosted by Jesse Egbert, Tove Larsson, and Luke Plonsky, Northern Arizona University.

International Computer Archive of Modern and Medieval English (ICAME). (2020, May). Hosted from Heidelberg, Germany. (Held virtually due to COVID-19).

Language Assessment Research Conference (*LARC*). (2018, March). Ames, IA.

American Copy Editors Society (ACES) 18th Annual National Conference. (2014, March). Las Vegas, NV.

INVITED PRESENTATIONS & GUEST LECTURES

Invited Presentations

Smith, J. (2021, March). "Corpus linguistics in technical-editing practice and pedagogy." Presentation for COLISTO (Corpus Linguistics Student Association), Iowa State University. Hosted virtually from Ames, IA.

Smith, J. (2020, December). "How opportunities in grad school shaped my current research agenda." Presentation at the 15-year anniversary conference for the doctoral program in applied linguistics & technology, Iowa State University. Hosted virtually from Ames, IA.

Smith, J., Vance, B., & Blakely, B. (2018, August). "Using your ISUComm Foundation Courses Student and Instructor Guides to your advantage." Presentation at orientation for new teaching assistants, Iowa State University. Ames, IA.

Smith, J. (2017, November). "Supporting student communication success: Best practices for teaching foundation courses." Brown Bag Series panelist, Iowa State University. Ames, IA.

Smith, J., Grauman, J., & Blakely, B. (2017, August). "Using your ISUComm Foundation Courses Student and Instructor Guides to your advantage." Presentation at orientation for new teaching assistants, Iowa State University. Ames, IA.

Guest Lectures

Smith, J. (2018, September). "Teaching technical communication." Guest lecture in ENGL 504: Teaching Advanced Communication, Iowa State University. Ames, IA.

Smith, J. (2018, April). "Using BeautifulSoup to scrape data from the web." Guest lecture in ENGL 516: Methods of Formal Linguistic Analysis, Iowa State University. Ames, IA.

TEACHING

University of North Texas

2022	TECM 4250: Writing Technical Procedures and Manuals (onsite)
2021–2022	TECM 4500: Content Analysis (onsite)
2021	TECM 5195: Editing Technical Documents (online)
2019–2021	TECM 4190: Technical Editing (onsite and online)
2020–2022	TECM 3550: Content Strategy (onsite and online)

Iowa State University

2019	ENGL 415: Technical Editing (onsite)
2019	ENGL 314: Technical Communication for Linguistics Majors (onsite)
2015–2018	ENGL 314: Technical Communication (onsite and online)
2017	ME/WLC 484/584: Technology, Globalization & Culture (onsite and online teaching assistant for James Oliver and Mark Rectanus)
2015	ENGL 250: Written, Oral, Visual, and Electronic Composition (onsite)
2014–2015	ENGL 150: Critical Thinking and Communication (onsite)

Brigham Young University

2008–2014	CHUM/DIGHT 230: Print Publishing I (onsite)
2007	ELANG 325: The Grammar of English (onsite teaching assistant for Don Chapman)

RESEARCH ASSISTANCE

Iowa State University

2017	Research assistant, Bethany Gray and Elena Cotos (Sampled Biber-tagged texts from a large corpus of research articles and evaluated the accuracy of the part-of-speech tagger across different versions of the corpus; adapted existing Python code to extract data from the corpus)
2016–2017	Research assistant, Elena Cotos (Collaborated with Elena Cotos and Carnegie Mellon researchers David Kaufer, Suguru Ishizaki, and Carolyn Penstein Rosé to explore effective ways in which features of Kaufer and Ishizaki's DocuScope text-analysis tool could be combined with Cotos's automated writing feedback engine, the Research Writing Tutor)

Brigham Young University

2007	Research assistant, Don Chapman (Assisted in converting printed English usage reference materials to a digital format)

GRANTS, FELLOWSHIPS & AWARDS

Grants

2018 (Fall)	Applied Linguistics and Technology Small Research Grant, Iowa State University, $300
2018 (Spring)	Applied Linguistics and Technology Small Research Grant, Iowa State University, $300
2018	English Department Travel Grant, Iowa State University, $500
2016	English Department Travel Grant, Iowa State University, $500
2016	Professional Advancement Grant, Iowa State University, $180
2015	English Department Travel Grant, Iowa State University, $500

Fellowships

2018	Graduate College Research Fellowship, Iowa State University, two-course buyout during Fall semester
2014	Freda Huncke Endowment Graduate Teaching Fellowship, Iowa State University, one-course buyout during Fall semester

Awards

2018	Midwestern Association of Graduate Schools Excellence in Teaching Award, Nominee
2017	Midwestern Association of Graduate Schools Excellence in Teaching Award, Nominee

SERVICE & ADMINISTRATION

Disciplinary Service

2022	Conference proposal reviewer, American Association for Applied Linguistics
2022	Manuscript reviewer, *BYU Studies Quarterly*
2022	Manuscript reviewer, *English for Specific Purposes*
2021	Proposal reviewer, Czech Science Foundation
2020	Manuscript reviewer, *Business and Professional Communication Quarterly*
2020	Manuscript reviewer, *Journal of Business and Technical Communication*
2020	Manuscript reviewer, *English for Specific Purposes*
2019	Manuscript reviewer, *Text and Talk*
2016	Planning committee member, Conference of the American Association for Corpus Linguistics

Departmental Service at the University of North Texas

2022	PAC committee member
2021	MA portfolio reviewer
2019–present	Web content program coordinator
2019	Search committee member

Departmental Service at Iowa State University

2018–2019	Oral and written communication rater, English Placement Test
2016–2019	ISUComm publications coordinator
2015–2016	Phorum (graduate student organization) communications officer

Administration

2017	Program co-director, study abroad to Sydney, Australia

AFFILIATIONS

American Association for Applied Linguistics

PROFESSIONAL INDUSTRY EXPERIENCE

2011–2014	Copywriter, Ultradent Products, Inc., South Jordan, UT
2011	Training coordinator, YESCO, Salt Lake City, UT
2008–2010	Copywriter, Overstock.com, Salt Lake City, UT