

Jonathan Mark Balzotti

4127 JFSB
Rhetoric Program
English Department
Provo, UT 84604
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Academic Appointments

Associate Professor

Department of English
Brigham Young University
August 2019–present

Assistant Professor

Department of English
Brigham Young University
August 2014–2019

Graduate Instructor

Department of English
Iowa State University
August 2010–2014

Graduate Instructor

Department of English
University of Utah
August 2008–2010

Research Interests

Rhetoric History/Theory/Criticism
Professional Writing Theory and Pedagogy
Technology and Writing Instruction

Education

PhD, English, Iowa State University, Department of English, May 2014

Primary Area: Rhetoric

Secondary Areas: Professional Writing, Cultural Studies

Dissertation: *Big Rhetoric: The Art and Rhetoric of Magnitude in Classical and Contemporary Experience* (Chair): Charles Kostelnick)

MA, English, University of Utah, December 2009

Emphasis: Rhetoric

Honors BA, English, University of Utah, May 2007

Emphasis: Literature, Writing

Graduated Cum Laude

Honors BA, International Studies, University of Utah, May 2007

Graduated Cum Laude

Publications

(Works completed while a faculty member at Brigham Young University are in **bold**.)

Under Review/Accepted

Giboney, J., & Balzotti J., & Derek Hansen “Increasing Cybersecurity Career Interest Through Playable Case Studies: Design Principles and Theoretical Explanation.” *Computers & Education*. (Accepted)

Balzotti J., & Baker M., “Authentic Practice in the Online Classroom: Using Online Simulations to Teach Writing.” *Online Learning Journal*. (Under Review)

Aatish Neupane, Kira Gedris, Jason K. McDonald, Derek L. Hansen, and Jonathon Balzotti “Balancing Competing Goods: Design Challenges Associated with Complex Learning.” (Under Review).

Motgomery, C., Balzotti J., & Derek Hansen “Developing Communication and Cultural Competence Through Immersive Game Play.” *Journal of Foreign Language Education and Technology*. (Under Review)

Balzotti, J. *Technical Communication: A Design Centric Approach*. (Under Contract with Routledge Press)

Refereed Articles

Williams, A., & Balzotti, J. “Threading Competencies in Composition Courses for More Effective Transfer.” *WAC Journal*. (2019): 64-85.

Balzotti, J., & Hansen, D. “Playable Case Studies: A New Educational Genre for Technical Writing Instruction.” *Technical Communication Quarterly*. (2019): 1-15.

Weyand, L., Balzotti, J., & Hansen, D. “Teaching Real World Argumentative Writing Using Playable Cases.” *English Journal* 108.6 (2019): 77-87.

Tanner, L., & Balzotti, J. “Testing the Test: Expanding the Dialogue on Technical Writing Assessment in the Academy and Workplace.” *Journal of Technical Writing and Communication* 49.1 (2019): 105-123.

Coombs, D., Balzotti, J., & Hansen, D. ““What’s the Point?”: Creating Authenticity and Relevance through Simulated Writing Experience.” *The Utah English Journal* 46 (2018): 9-16.

Balzotti, J. “Storyboarding for Invention: Layering Modes for More Effective Transfer in a Multimodal Composition Classroom.” *Journal of Basic Writing* 35.1 (2016): 63-84.

Balzotti, J. "Rhetoric, Spectacle, and Mechanized Amusement at the World's Columbian Exposition." *Studies in Visual Arts and Communication* 3.2 (2016).

Balzotti, J., & Rawlins, J. "Client-Based Pedagogy Meets Workplace Simulation: Developing Social Processes in the Arisoph Case Study." *IEEE: Transactions in Professional Communication* 59.2 (2016): 140–152.

Balzotti, J., & McCool, L. "Using Digital Learning Platforms to Extend the Flipped Classroom." *Business and Professional Communication Quarterly* 79.1 (2015): 68–80. (Most-Read Article).

Balzotti, J., & Crosby, R. "Diocletian's Victory Column: Megethos and the Rhetoric of Spectacular Disruption." *Rhetoric Society Quarterly* 44.4 (2014): 323–342.

Kinney, A., Balzotti, J., et al. "Colorectal Cancer Surveillance Behavior among Members of Typical and Attenuated FAP Families." *American Journal of Gastroenterology* 102.1 (2007): 153–162.

Book Chapter

Winters, D., & Balzotti, J., et al. "The Playable Case Study: An Online Simulation for Skill and Attitudinal Learning." *Educational Technology Beyond Content*. Springer, Cham (2020): 127-140.

Conference Preceedings

Hughes, A., Balzotti, J., et al. "Simulating Municipal Cybersecurity Incidents: Recommendations from Expert Interviews" *Proceedings of the 54th Hawaii International Conference on System Sciences* (2020): 1–10.

McDonald, J., Balzotti, J., et al. "Designing Authentic Cybersecurity Learning Experiences: Lessons from the Cybermatics Playable Case Study." *Proceedings of the 52nd Hawaii International Conference on System Sciences* (2019): 1–10.

Giboney, J., Balzotti, J., et al. "Theory of Experiential Career Exploration Technology (TECET): Increasing Cybersecurity Career Interest through Playable Case Studies." *Proceedings of the 52nd Hawaii International Conference on System Sciences* (2019): 1–10.

Hansen, D., Balzotti, J., et al. "Microcore: A Playable Case Study for Improving Adolescents' Argumentative Writing in a Workplace Context." *Proceedings of the 49th Hawaii International Conference on System Sciences* (2016): 1–10. (Best-Paper Nominee)

Balzotti, J., & Roberts, J. "Using Mini-Modules Online to Increase Student Motivation and Learning." *Proceedings of the 32nd ACM International Conference on the Design of Communication* (2014): 1–8.

Books

Balzotti, J. *Technical Writing Essentials*. Brigham Young University Press, 2018

Presentations

(Presentations given while a faculty member at Brigham Young University are listed in **bold**.)

National Academic and Professional Conferences

Balzotti, J., & Haws K. "Study and Full-Scale Implementation of Mixed-Media Case Studies for Online Advanced Writing Instruction." Association of Teachers of Technical Writing. March 2019.

Montgomery, C., & Balzotti J. "Cultivating Intercultural Communicative Competence with Playable Case Studies." American Council on the Teaching of Foreign Languages. October 2019.

Balzotti, J. "Trends in Classroom Technology." Council for Programs in Technical and Scientific Communication. October 2018. (Invited Session Chair)

Balzotti, J. "Trends in Workplace Writing." Council for Programs in Technical and Scientific Communication. October 2018. (Invited Session Chair)

Balzotti, J., & Tanner, L. "Testing the Test: Expanding the Dialogue on Professional Writing Assessment in the Academy and in the Workplace." Association of Business Communication Conference. October 2017.

Balzotti, J., & Mercer, E. "Microcore: Advancing Informal Professional Writing Instruction through Alternative Reality Games." Association of Business Communication Conference. October 2017. (Academic Poster)

Balzotti, J., & Hansen, D. "Using Playable Cases to Improve Adolescent Argumentative Writing in a Workplace Context." Hawaii International Conference on System Sciences. January 2016.

Balzotti, J., Fine, L., & Jackson, B. "Bringing the Office to the Classroom: How Computer Simulations Enhance Proposal Writing for Technical Writing Students." Conference on College Composition and Communication Annual Convention. April 2016.

Balzotti, J. "Stories from the Workplace: Using Mini-Modules Online to Increase Student Motivation and Learning." SIGDOC. July 2014.

Balzotti, J., Kostelnick, C., & Robles, V. "Media-Rich Case Studies for the 21st Century Business Communication Classroom." Association of Business Communication Conference. October 2014.

Balzotti, J., Rao, A., & Lindsley, T. "Rethinking Praxis in the Technology Age: Implications of a Pedagogical Digital Repository for Developing Collaboration and Building Community." Association of Business Communication Conference. October 2013.

Balzotti, J., Lindsley T., & Sauer, G. "Incorporating Video Stories from Workplace Professionals into Professional Communication Courses: Mini-Modules Online to

Increase Student Motivation and Learning.” Conference on College Composition and Communication Annual Convention. March 2012.

Balzotti, J., Lindsley T., & Sauer, G. “Re-imagining Writing Programs’ Audiences: Insights from the Open Source Movement about Collaboration within and between University Writing Programs.” Conference on College Composition and Communication Annual Convention. March 2012.

Russell, D., Balzotti, J., Veltsos, J., & Rawlins, J. “Beyond Checking the Boxes: Building and Maintaining Student Engagement in Online and Hybrid Courses.” Association of Business Communication Conference. October 2012.

Balzotti, J., Rawlins, J., & Russell, D. “Multimedia Online Cases in Technical Fields: Role Playing in Multiple Perspectives across Multiple Courses as Gateway.” Conference on College Composition and Communication. March 2012.

Balzotti, J., & Rawlins, J. “Setting the Scene: Using Simulated Cases to Teach Communication Online.” Association for Business Communication Conference. October 2011.

Balzotti, J. “Creating a Culture of Writing: Cross-Training in Transdisciplinary Collaborations.” Conference on College Composition and Communication. March 2010.

Balzotti, J., Searle K., & Watanabe, S. “‘Just like Writing, without a Pencil’: Reaching beyond Writing Center Boundaries through a Multimodal Composition Classroom.” International Writing Center Conference. March 2010.

Balzotti, J., Searle, K., Wallace, W., & Paul, A. “A Chance to Tell Your Own Story: Critiquing Discourses in and through a Multimodal Composition Course.” TYCA-West, October 2009.

Balzotti, J. “Specialization and the Writing Center: How Writing Centers Can Find Their ‘Niche’ as Centers for Professionalization.” Rocky Mountain Peer Tutoring Association, March 2009.

Invited Talks

Balzotti, J. “Using Reflective Writing as a Tool for Assessment and Learning.” Humanities Assessment Faculty Training. Brigham Young University, Provo, UT. June 2019.

Balzotti, J. “Academic Grant Writing.” Faculty Training. Brigham Young University, Provo, UT. May 2018.

Balzotti, J. “Academic Grant Writing.” Faculty Training. Brigham Young University, Provo, UT. May 2017.

Balzotti, J. “The Art of Teaching Proposal Writing.” University Talk. Brigham Young University, Provo, UT. September 2016.

Balzotti, J. "Academic Grant Writing." Faculty Training. Brigham Young University, Provo, UT. May 2016.

Balzotti, J. "Academic Grant Writing." Faculty Training. Brigham Young University, Provo, UT. May 2015.

Balzotti, J. "Writing Winning Proposals." Professional Workshop. Mechdyne Corporation, Marshall Town, IA. July 2013.

Balzotti, J. "Technical Communication." Biological Materials and Processes Research Experience for Undergraduates. Department of Chemical and Biological Engineering, Iowa State University, Ames, IA. July 2013.

Balzotti, J. "Technical Reports, Poster Presentations, and Oral Presentations." Microscale Sensing Actuation and Imaging Research Experience for Undergraduates. Mechanical Engineering Department, Iowa State University, Ames, IA. July 2012.

Balzotti, J., & Rawlins, J. "Making Connections: Communication Classrooms and Engineering Workplaces." Industrial Advisory Council Meeting. Mechanical Engineering Department, Iowa State University, Ames, IA. April 2012.

Balzotti J., & Watanabe, S. "Creating Eloquent Sentences." Masters of Public Administration, Hainan Group, Salt Lake City, UT. Spring 2009.

Balzotti J., & Watanabe, S. "Research Proposal Writing." Meystre/Weir Biomedical Informatics Lab, Salt Lake City, UT. Spring 2009.

Balzotti J., & Watanabe, S. "The Common Comma." WRTG 2010. University of Utah Salt Lake City, UT. Spring 2009.

Balzotti J. "Using the Writing Center in Basic Composition Classrooms." University of Utah Writing Program, Salt Lake City, UT. Spring 2009.

Academic Service

Brigham Young University, Provo, UT
Member, Graduate Advisement Committee (July 2017–Present)
Managing Editor, Experience (June 2018–Present)
Coordinator, Technical Writing (August 2014–Present)
Instructor, Faculty Grant-Writing Boot Camp (May 2014–Present)

Iowa State University, Ames, IA
Assistant Coordinator, Advanced Communication (2013–2014)

University of Utah, Salt Lake City, UT
Associate Director, Writing Center (2007–2010)

Grants, Awards, and Honors

“The Use and Evaluation of Playable Cases to Develop Critical Thinking, Cultural Competence, and Language Proficiency in Undergraduate Majors”

National Endowment for the Humanities DHAG Grant, Level II (PI): \$80,000
(Under Review)

The College of Humanities Humanities+ Award
Fall 2019

“Collaboration in the Future of Work: Developing Playable Case Studies to Improve STEM Career Pathways”

National Science Foundation (Co-PI): \$521,419
Summer 2019

“Cybermatics: Advancing Cybersecurity Education through Playable Case Studies”

Institute of Educational Sciences (PI): \$1,200,000
(Not Funded)

“Mentored Student Environments to Explore Simulated Learning and Writing Instruction in High School English Courses”

Brigham Young University ORCA Mentoring Environment Grant: \$20,000
Winter 2017

“Mentored Student Environments in the Study and Full-Scale Implementation of Alternative Reality Games for Advanced Writing Instruction”

Brigham Young University ORCA Mentoring Environment Grant: \$20,000
Winter 2015

“Improving Workforce Readiness through Collaborative, Online Professional and Technical Simulations”

Pearson Development Grant: \$80,000
Winter 2015

Brigham Young University Office of Research and Creative Activities Grant: \$1,500
Winter 2014

“Helping Students Connect Advanced Communication Classes with Industry Practice”

Iowa State University College of Liberal Arts and Sciences Center for Distance and Online Learning Grant: \$9,000
Spring 2011

Graduate Student Scholarship

Association for Business Communication
October 2012

Graduate College Teaching Excellence Award,

Iowa State University
Spring 2013

University Dissertation Award

Iowa State University
Spring 2014

“The Simulated Technical Communication Workplace: Helping Students Connect Advanced Communication Classes with Industry Practice”
Iowa State University College of Liberal Arts and Sciences Computation Advisory Committee
Grant: \$5,836
Spring 2011

“Developing an Online Version of English 314: Helping Students Connect Advanced Communication Classes with Industry Practice” (coauthored with Jacob Rawlins)
Iowa State University College of Liberal Arts and Sciences Center for Distance and Online Learning Grant: \$8,000
Spring 2011

Presidential Award for Academic Excellence
University of Utah
2006

Teaching Experience

(Courses followed by “(XW)” were taught at a distance as well as on-campus.)

Brigham Young University, Provo, UT, 2014–Present
Instructor of Record, Department of English

Courses Taught

ENGL 316: Technical Writing (XW)
ENGL 324: Writing with Style
ENGL 325: Visual Rhetoric
ENGL 328R: Grant and Proposal Writing
ENGL 322: Fundamentals of Rhetoric
ENGL 394R: Advanced Professional Writing
ENGL 613: Rhetorical Theory and Criticism

Iowa State University, Ames, IA 2010–2014
Teaching Assistant, Department of English

Courses Taught

ENGL 150: Critical Thinking and Communication
ENGL 309: Report and Proposal Writing (XW)
ENGL 310: Rhetorical Analysis
ENGL 312: Writing in the Sciences
ENGL 314: Technical Communication (XW)
WLC 483/584: Technology, Globalization, and Culture

University of Utah, Salt Lake City, UT, 2007–2010
Teaching Assistant and Instructor of Record, Department of English

Courses Taught

ENGL 1005: Academic Writing and Thinking
ENGL 2010: Intermediate Writing
ENGL 4020/6020: Writing Center Practicum

Professional Organizations

Association of Teachers of Technical Writing
Council for Programs in Technical and Scientific Communication
Rhetoric Society of America
Association for Business Communication

Mentored Research

Rebecca Cazanave, Fall 2018
Alexandra Palmer, Fall 2018
Kevin Zalewsky, Fall 2017
Juliana Avery, Fall 2017
Lindsay Tanner, Spring 2017
Mari Molen, Winter 2017
Daniel Ebeling, Fall 2016
Austin Hollan, Summer 2016
Lizzy Mudowney, Fall 2015
Ethan Mercer, Winter 2014

MA Theses

Ben Metcalf, Chair, Current
Nathan Wood, Reader, Current
Michael Walton, Reader, Current
Katie Bullock, Reader, Current
Joseph Fisher, Chair, April 2019
Samuel Watson, Chair, April 2019
Kevin Haws, Chair, April 2019
Dennis West, Reader, April 2019
Jason Godfrey, Reader, November 2018
Bethan Hardy, Reader, November 2017
Lindsey Tanner, Chair, May 2017
Roberto Leon, Reader, May 2017
Lauren Fine, Reader, May 2016
