

contact and bio

department of english  
utah state university  
3200 old main hill  
logan ut 84322-3200

tel: 435.797.8637  
fax: 435.797.3797  
url: <http://rylish.usu.edu/>  
email: [rylish.moeller@usu.edu](mailto:rylish.moeller@usu.edu)

Ryan M. Moeller is a tenure-track, assistant professor in the Department of English at Utah State University. He teaches courses in professional writing, rhetorical theory, and the rhetorics of technology. His research is focused on the effects of technical discourse on human agency, especially within the consumer electronics industry. His work has appeared in *Technical Communication Quarterly*, *Kairos*, *fibreculture*, *Computers and Composition Online*, *Works and Days*, and in edited collections. He is currently working on a book manuscript that examines the rhetoric of play in professional, consumer-oriented discourse.

education

PhD; Rhetoric, Composition, and the Teaching of English (RCTE); University of Arizona. 1999-2004.

Dissertation: *Wireless Transactions:  
The Rhetorical Appeals of Consumer Electronics Marketing*

Director: Ken S. McAllister

MA, English Literature, University of Nevada, Las Vegas. 1996-1998.

Thesis: *Language Games and Computer-Aided Composition*

Director: Susan L. Taylor

BA, English Literature, University of Nevada, Las Vegas. 1992-1996.

publications in print

**digital text**

Moeller, R.M. (2008). *PeerFactor! Face your peer review fear*. [online game/tutorial]. Boston: Bedford/St. Martin's. Available from <http://www.bedfordstmartins.com/newcatalog.aspx?isbn=0312468849>

**peer reviewed journal articles**

Moeller, R.M., & Christensen, D.M. (Forthcoming, Winter 2010). System mapping: A genre field analysis of the National Science Foundation's grant proposal and funding process. *Technical Communication Quarterly*, 19(1), 31 manuscript pages.

Moeller, R.M., Esplin, B., & Conway, S. (Forthcoming, 2009). Cheesers, pullers, and glitchers: The rhetoric of sportsmanship and the discourse of online sports gamers. *Game Studies*, 9(2), 26 manuscript pages.

Metz Bemer, A., Moeller, R.M. and Ball, C.E. (2009). Designing collaborative learning spaces: Where material culture meets mobile writing practices. *Programmatic Perspectives*, 1(2), 137-64.

Moeller, R.M., & White, K. (2008, Fall). Enter the game factor: Putting theory into practice in the design of *Peer Factor*. *Computers and Composition Online*. [Special Issue: Reading Games]. Retrieved from <http://www.bgsu.edu/cconline/theory.htm>

Ball, C.E., & Moeller, R.M. (2008, Spring). Converging the ASS[umptions] between U and ME; or How new media can bridge a scholarly/creative split in English studies. *Computers and Composition Online*. Retrieved from <http://www.bgsu.edu/cconline/convergence/>

Ball, C.E., & Moeller, R.M. (2007). Reinventing the possibilities: Academic literacy and new media. *fibreculture, the journal: Internet Theory, Criticism, Research*. (Issue 10). Retrieved from [http://journal.fibreculture.org/issue10/ball\\_moeller/index.html](http://journal.fibreculture.org/issue10/ball_moeller/index.html)

- Moeller, R.M. (2005, Fall). An homage to the posthuman in Ohmann: Retailing culture through consumer electronics. *Works and Days*. 23(1&2) [Special issue: Richard Ohmann: A Retrospective], 151-174.
- Ruggill, J.E., Moeller, R.M., Pearce, B., & McAllister, K.S. (2005, Spring). Teaching media culture with computer games. *The International Digital Media Arts Association (iDMAA) Journal*, 2(1), 53-8.
- Moeller, R.M. (2004, Fall). Wi-Fi rhetoric: Driving mobile technologies. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 9(1). Retrieved from <http://www.technorhetoric.net/9.1/binder2.html?coverweb/moeller/index.html>
- Moeller, R.M., & McAllister, K.S. (Spring 2002). Playing with techne: A propaedeutic for technical communications. *Technical Communication Quarterly*, 11(2), 185-206.

#### peer reviewed chapters in edited collections

- Moeller, R.M., Cargile Cook, K., & Ball, C.E. (2009). Political economy and the question of sustainability for new faculty and research in English studies. In D.N. DeVoss, H.A. McKee, & R. Selfe (Eds.) *Technological Ecologies and Sustainability* (pp. 1-15). Logan, UT: Computers and Composition Digital Press/Utah State University Press. Retrieved from <http://ccdigitalpress.org/ebooks-and-projects/tes>
- Moeller, R.M. (2009). ReWriting wi-fi: The surveillance of mobility and student agency. In A.C. Kimme Hea (Ed.), *Going Wireless: A Critical Exploration of Wireless & Mobile Technologies for Composition Teachers and Researchers* (pp. 69-85). Cresskill, NJ: Hampton Press.

#### chapters in edited collections

- Moeller, R.M., Cootey, J., & McAllister, K. (2007). "The peripatos could not have looked like that," and other educational outcomes from student game development. In Shelton, B.E., & Wiley, D. (Eds.). *The Educational Design and Use of Simulation Computer Games* (pp. 131-154). Rotterdam, The Netherlands: Sense.
- Sosnoski, J., Jones, S., Carter, B., McAllister, K., Moeller, R., & Mir, R. (2006). Chapter 54: Virtual Harlem as a Collaborative Learning Environment: A Project of the University of Illinois at Chicago's Electronic Visualization Lab. In J. Weiss, J. Nolan, & P. Trifonas (Eds.), *The International Handbook of Virtual Learning Environments* (pp. 1289-1320). Dordrecht, the Netherlands: Sense.

#### scholarly edition

- McAllister, K.S., & Moeller, R.M. (Eds.). (Spring 2005). *Works and Days* 22(1-2) [Special issue: Capitalizing on play: Politicized readings of the computer game industry]. 310 pages.

#### conference proceedings, reviews, and other publications

- Moeller, R.M. (2009, April 15). Multiple Perspectives on Player Immersion. *In Media Res*. Retrieved from <http://mediacommons.futureofthebook.org/imr/2009/04/14/multiple-perspectives-player-immersion>
- Christensen, D.M., Cootey, J.L., & Moeller, R.M. (2007). Playing in genre fields: A play theory perspective on genre. *Proceedings of the 25th annual ACM International Conference on Design of Communication* (pp. 1-8). 22-24 October 2007. University of Texas, El Paso.
- Moeller, R.M., & Moberly, K. (2006, Spring). Review of Ken S. McAllister's *Game Work: Language, Power, and Computer Game Culture*. *Kairos* 10(2). Retrieved from [http://www.technorhetoric.net/10.2/binder.html?reviews/moeller\\_moberley/index.html](http://www.technorhetoric.net/10.2/binder.html?reviews/moeller_moberley/index.html)
- Rude, C.D.; Cargile Cook, K.; Moeller, R.M.; Ball, C.E.; & Castner Post, J. (2005, fall). Identity, research funding, and political economy. *Proceedings of the Council of Programs in Technical and Scientific Communication Conference*. Lubbock, TX: Texas Tech University. 2 pages.
- Moeller, R.M., Ball, C.E., & Shelton, B.E. (2005, September 28-30). Games, signs, and texts: Exploring sustainable, creative learning environments through cultural analysis and localization. *Proceedings of the Advancing the Effectiveness and Sustainability of Open Education Conference*. Logan, UT: Utah State University.

**funded total \$269,228**

- Moeller, R.M. & Cargile Cook, K. (2008). Suite classroom: A distributed computing space for English majors. Innovation Fund. College of Humanities, Arts, and Social Sciences. Utah State University. \$76,371.
- Moeller, R.M. & Ball, C.E. (2007). The Learning Suite: A collaborative, technology-rich environment to support writing/composition in a digital age. Innovation Fund. College of Humanities, Arts, and Social Sciences. Utah State University. \$86,357.
- Hashimoto, A.; Smelie, D.; Shelton, B.; & Moeller, R.M. (2007). Interdisciplinary Media Research Consortium. Innovation Fund. College of Humanities, Arts, and Social Sciences. Utah State University. \$83,500.
- Moeller, R.M. Virtual Environment Prototyping. (2005-2006). New Faculty Research Grant. College of Humanities, Arts, and Social Sciences. Utah State University. \$14,000.
- David L. Patrick Dissertation Fellowship. (2003, Fall). English Department. University of Arizona. \$7,000.
- Milton O. Riepe Fellowship for Excellence in Teaching and Research. (2002, Spring). English Department. University of Arizona. \$2,000.

**unfunded proposals**

- Hevel, J.M., Moeller, R.M., & Yan, C. (unfunded). Ascribing mechanistic function to the PRMT1 interactome. National Science Foundation. \$684,092.
- Moeller, R.M. (unfunded). Computer game players as participatory citizens: A model for interactive media. ACLS Digital Innovation Fellowship. American Council of Learned Societies: New York. \$77,806.
- Moeller, R.M. (unfunded). Structured play. Society for Technical Communication Research Award. \$10,000.

**selected conference papers and presentations**

- The implications of play for technical communication. (Presenter and panel organizer: Reframing Technical Communication for the Creative Class). (2009, March 11). 12th Annual Association of Teachers of Technical Writing Conference. San Francisco, CA.
- The game of game studies: A collaborative practicum. (With J. Ruggill & K. McAllister). (2009, February). 30th annual conference of the Southwest/Texas Popular Culture and American Culture Associations. Albuquerque, NM.
- Landmines ahead: Teaching with computer games. (2008, September 12). Invited presenter with Ken McAllister to Bedford/St. Martin's Common Ground: Workshops on Composition Symposium. Denver, CO.
- Composing as commodified pleasure. (2008, April). Conference on College Composition and Communication (CCCC). New Orleans, LA.
- Peer Factor*: Teaching the peer review process with an educational game. (with K. White). (2008, April). NCTE/CCCC Mobile Technology Center: 2008 Computer Connection. New Orleans, LA.
- What's fun about making an educational game? Or, how I learned to stop worrying and get tenure. (2008, February). 29th annual conference of the Southwest/Texas Popular Culture and American Culture Associations. Albuquerque, NM.
- Playing in genre fields: A play theory perspective on genre. (with D.M. Christensen). (2007, October). SIGDOC'07: 25th ACM International Conference on Design of Communication. University of Texas at El Paso.
- Playing to build community within distributed teams: Lessons for technical communication. (2007, March). Conference on College Composition and Communication (CCCC). New York.
- Putting gamers to work: The culture industry and the dialectic of computer game mods. (2007, February). 28th annual conference of the Southwest/Texas Popular Culture and American Culture Associations. Albuquerque, NM.

- Multimodal outcomes: Using game design to meet WPA goals for first-year composition. (2006, October). Two-Year College English Association-West Conference. Park City, UT.
- What does rhetoric have to do with design? A new media manifesto. (2006, March). Conference on College Composition and Communication (CCCC). Chicago, IL.
- Conflicting consumers: *Katamari Damacy* and the absurd. (2006, February). Facilitated roundtable panel (including bringing two undergraduate presenters) for the 27th annual conference of the Southwest/Texas Popular Culture and American Culture Associations. Albuquerque, NM.
- Connecting programs and research through political economy analysis. (2005, October). Council for Programs in Technical and Scientific Communication Conference. Lubbock, TX: Texas Tech.
- “All your base are belong to us” and other computer game faux pas. (2005, October). Advancing the Effectiveness and Sustainability of Open Education Conference. Logan, UT: Utah State University.
- The political economy of textual production and the limitations of hypertext. (2005, June). *Computers and Writing: New Writing and Computer Technologies*. Palo Alto, CA: Stanford University.
- Game on: Video games teach technical writing. (2005, March). Conference on College Composition and Communication (CCCC). San Francisco, CA.
- Video game design documents: The techno-rhetoric of video games. (2005, 16 March). A video poster presentation for the Association of Teachers of Technical Writing (ATTW). San Francisco, CA.
- Manufacturing choice: A false dialectic. (2004, 28-31 May). 11th Biennial Conference of the Rhetoric Society of America. Austin, TX.
- Writing through white technology. (2003, May). Presented and facilitated panel discussion: e-Racing social conditions: Technology and the (dis)appearance of race and ableness. *Computers and Writing: Discovering Digital Dimensions*. West Lafayette, IN: Purdue.
- Toward a methodology for discussing technology in an interdisciplinary environment. (2002, November). ASCEND (Arts and Sciences Collaborative Exchange Network and Development) Symposium. Växjö, Sweden.
- Positioning responses: A contextual glimpse at responding, positioning, and technology. (2002, March). CCCC.
- Ubiquitous innovations: Creativity, email, and the writing classroom. (2002, February). Spring conference: Creating effective environments for teaching English. Tucson, AZ: University of Arizona.
- Another virgin birth: Male creativity, religious rhetoric, and the World Wide Web. (2000, June). (Re) *Visionary Approaches: Literature and the 21st Century*. University of Nevada, Las Vegas.
- Technological praxis: Networked classrooms and the contextual erasure of the instructor. (1998, March). *Pedagogy and Theatre of the Oppressed Conference*. University of Nebraska at Omaha.

### invited talks and guest lectures

- Creativity in Technical and Professional Communication. (2008, February 13). English Studies Forum. Department of English, Utah State University. Logan, UT.
- Marx, rhetoric, and computer games. (2007, March). Presented to Lisa Gabbert’s graduate course, ENGL 6770: Seminar in Folklore and Folklife.
- Rhetorical theory and professional communication. (2006, September). Presented to Kelli Cargile Cook’s graduate course, ENGL 7410: Theory and Research in Professional Communication.
- The professional and technical writing major. (2006-2007, multiple events). Presented to Susan Andersen’s English Orientation class.
- Funded research on technology in the humanities: RFPs and the Creative Learning Environments Lab. (2005, June). A case study presented to John McLaughlin’s Grant Writing Summer Credit Workshop. Utah State University.

**invited talks and guest lectures, continued**

Reports from the job market: Perspectives from graduates and search committees [with Jessica Enoch, Glen McClish, and Jack Selzer]. (2004, May). RSA Speaker Series at the Conference of the Rhetoric Society of America. Austin, TX.

**selected workshops**

Workshop: Genre Field Analysis (with D.M. Christensen, J. deWinter, and L. Sherlock). (2009, October). SIGDOC'09: 27th ACM International Conference on Design of Communication. Indiana University. Bloomington, IN.

Workshop leader. (2005, June). Graduate research network: Careers in Computers and Writing workshop. Cheryl E. Ball (moderator). Computers and Writing 2005: New Writing and Computer Technologies. Palo Alto, CA: Stanford University.

Using Norton Textra-Connect in the computer-aided composition classroom. (1997-1998, multiple events). A workshop for writing instructors using the computer-aided classrooms at the University of Nevada, Las Vegas.

**professional  
experience**

Faculty Advisor, Interdisciplinary Media Research Consortium (IMRC). Utah State University. January 2007-May 2008.

As Co-PI in the IMRC Innovation Grant (see Funded under Research Grant Proposals above), I served on the board of this consortium to study the processes involved in multimedia production. Retrieved from <http://imrc.usu.edu/index.php?page=IMRC-Home>

Director, Department of English Computer Labs. Utah State University. May 2007-July 2008.

As Co-PI on the SuiteLab Innovation Grant (see Moeller & Ball in Funded under Research Grant Proposals above) that remodeled the department's open access computer lab, I also took on the role of overseeing the publicity and personnel responsibilities in the lab, including hiring, training, and evaluating 12-15 employees.

Principal Investigator: Creative Learning Environments. Utah State University. 2005-2007.

In this role, I managed two research projects within the Creative Learning Environments Lab, a dedicated research space within the Department of Instructional Technology and in conjunction with the Center for Open and Sustainable Learning (COSL).

Computer Support Coordinator. University of Arizona. 2000-2002.

In this position, I served the Composition Program as the primary support for teachers who wanted to integrate technology into their teaching, conducting various workshops on teaching technologies and held regular office hours for ad hoc technical support.

Co-Director of Computers in Composition Working Group (CIC). University of Arizona. 2000-2002.

This position entailed facilitating meetings on pedagogical, theoretical, and advisory subject matters; proposing and generating interest in short-term and long-term research projects; and maintaining the CIC listserv.

Project Developer. ProfComm: Online resource for teachers and students of professional writing. University of Arizona. Summer 2000.

Available from <http://www.ic.arizona.edu/~profcomm/>

For this project, I researched current online and distance education sites and resources and reviewed available support technologies for initiating and maintaining a long-term distance education resource. I collaborated on developing curriculum for pilot courses and presented the project to university faculty and interested local business liaisons.

Conference Co-Chair (with Susan Smith and Jean Goodrich). "Intersecting Knowledges: New Directions in Critical Theory." University of Arizona. February 12, 2000.

Assistant Director of the Writing Center. University of Nevada, Las Vegas. 1997-1998.

**Assistant Professor. Utah State University. 2004-Present.**

## Graduate courses

- Engl 7440: Studies in Culture and Professional Communication | Spring 2007<sup>†</sup>  
Topic: The Rhetoric of Play
- Engl 7420: Usability Studies & Human Factors in Professional Comm. | Fall 2007<sup>†</sup>
- Engl 7410: Theory and Research in Professional Communication | Fall 2007<sup>†</sup>
- Engl 7000: Advanced Research Methods in Professional Communication | Spring 2009<sup>†</sup>
- Engl 6890: Studies in Writing and Rhetoric | Spring 2008\*; Summer 2007\* and 2005<sup>†</sup>  
Topics: Documenting Successful Teaching, Rhetorics of Identity in Online Spaces, and Rhetoric of Video Games
- Engl 6830: Rhetorical Theory | Fall 2008\* and Summer 2007<sup>†</sup>
- Engl 6470: Specialized Documents | Fall 2009\* and 2005<sup>†</sup>  
Topics: Proposal Writing, White papers in the Mobile Industry
- Engl 6430: Publication Management | Summer 2006<sup>†</sup>  
Topic: Project Management

## Undergraduate courses

- Engl 5430: Professional Writing Capstone | Spring 2008<sup>†</sup>
- Engl 5410: Interactive Media | Spring 2009<sup>†</sup>  
Topic: Computer Game Design
- Engl 5400: Specialized Documents | Fall 2009\*, 2008, and 2004<sup>†</sup>  
Topics: Proposal Writing, Computer Game Design Documentation
- Engl 3460: Modern Rhetorical Theory | Spring 2007\*, 2006, and 2005\*; Fall 2004<sup>†</sup>
- Engl 3410: Professional Writing Technologies | Spring 2006 and 2005<sup>†</sup>
- Engl 3040: Perspectives in writing and rhetoric | Fall 2005\*; Summer 2005<sup>†</sup>  
Topic: Rhetorics of Mobility and Rhetoric of Video Games

† new course

\* new preparation

## Masters thesis committees

- Curtis Newbold. (chair). "Teaching creativity in technical communication curricula." May 2008.
- Susan Baxter. "Online citation and new media scholarship: *Kairos* and the case for electronic publication." August 2007.
- Nicholas Gorrell. "Capital and being for the Mississippi Delta aristocrat." May 2005.

**Graduate Associate Teacher. University of Arizona. 1999-2004.**

## Undergraduate courses

- Advanced Composition | two sections
- Business Writing
- First-year Composition | three sections
- Honors Composition | three sections
- Technical Writing | two sections

**Adjunct Faculty. University of Nevada Las Vegas. 1998-1999.**

## Undergraduate courses

- First-year Composition
- Business Writing | three sections

**Graduate Teaching Assistant. University of Nevada Las Vegas. 1996-1998.**

- First-year Composition | numerous sections, one section via compressed video

**service to the field**

Editorial Board, *KAIROS: A Journal of Rhetoric, Technology, and Pedagogy*. 2004-present. Retrieved from <http://www.technorhetoric.net/board.html>

Association of Teachers of Technical Writing (ATTW) Teaching Committee. 2009-present.

Conference Program Committee. Fall 2009. Association of Teachers of Technical Writing 2010: 13th Annual Conference on Synergies: The Intersections of Research and Teaching. Louisville, KY.

Program Review Committee. Summer 2009. SIGDOC'09: 27th ACM International Conference on Design of Communication. Indiana University. Bloomington, IN.

Association of Teachers of Technical Writing (ATTW) Bibliography Committee. 2005-2009.

Manuscript reviewer for the *Technical Communication Quarterly*. [Special issue: Science and Public Policy]. Spring 2008.

Manuscript reviewer for the *International Journal of Interactive Technology and Smart Education*. [Special issue: Computer Game-Based Learning]. Spring 2006.

Judge, *Kairos: Rhetoric, Technology, Pedagogy* Graduate/Adjunct Award for Research. 2005.

Graduate Student Scholarship Subcommittee (Chair), Rhetoric Society of America. 2003-2004.

Working with the RSA Board of Directors and Bedford/St. Martin's Press, we generated the resources and communications materials to award three graduate student scholarships to attend the 11th Biennial Conference in Austin, Texas.

**institutional**

Prehealth Professions Committee. Utah State University. 2004-2005.

Faculty judge for the College of Humanities, Arts, and Social Sciences. Graduate Student Symposium. Utah State University. 13 April 2005.

English Graduate Union (Co-Chair). University of Arizona. 2002-2003. Retrieved from <http://www.coh.arizona.edu/egu/>

**departmental**

English Studies Forum. Co-Facilitator/Sponsor with Keith Gibson. 2008-present.

Began a quarterly speaker series designed to bring faculty from all areas of English studies together to discuss common topics and build community.

Graduate Theory and Practice of Professional Communication Area Committee. (chair, 2007-2008). Utah State University. English Department. 2004-present.

Primary responsibilities are to recruit high quality PhD students and to administer the PhD program, including serving on supervisory committees.

Undergraduate Technical and Professional Writing Area Committee. (chair, 2006-2007 and 2008-2009). Utah State University. English Department. 2004-present.

Responsible for ongoing assessment and coordination with branch campuses. Initiated a holistic portfolio grading program and curriculum revision (spring 2007).

Technology and Pedagogy Committee. Utah State University. 2005-2007.

This committee supervises the teaching and administration of the department's computer labs, including hardware and software acquisition and pedagogy.

Nomination for the National Society of Collegiate Scholars Faculty of the Year award. June 2006.

Nomination for Outstanding Graduate Associate Teacher. Graduate and Professional Student Council Awards. University of Arizona. Spring 2003.

Barry Briggs Teaching Award for Excellence in Teaching and Music. English Department. University of Arizona. Spring 2002.

Tracey T. Schwarze Teaching Award for Excellence in Teaching Composition. English Department. University of Nevada, Las Vegas. 1999.

professional  
affiliations

---

Founding member. Learning Games Initiative (LGI). University of Arizona.  
Rhetoric Society of America  
Association of Teachers of Technical Writing  
National Council of Teachers of English  
Popular Culture Association