

Amanda L. Sevilla

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Education and Professional Preparation

Ph.D. in Rhetoric (Fall 2018)

Duquesne University, Department of Communication & Rhetorical Studies, Pittsburgh, PA

Dissertation: *Discarnation: Expounding on Marshall McLuhan's Critique of Modern Subjectivity*. Committee: Dr. Calvin L. Troup (Chair), Dr. Richard H. Thames, Dr. Janie Harden Fritz

Areas of Study: Rhetorical Theory, Rhetoric of the Humanities, Interpersonal & Organizational Communication, and Ethics & Crisis Communication in the Public Sphere

Scholarly Activity: Rhetoric of Technology, Media Ecology, AI and Technological Change, Rhetorical Theory, Digital Narrative, Forensics of Argumentation, Phenomenology, Rhetoric of Publics & Public Spheres

M.A. in English (Spring 2005)

Youngstown State University, Department of English, Youngstown, OH

Thesis: *Gender and Politeness*. Committee: Dr. Salvatore Attardo (Chair), Dr. Steve Brown, Dr. Steven Reese, Dr. Virginia Monseau

Emphasis areas: Sociolinguistics, Rhetoric & Composition, Teaching of English to Speakers of Other Languages (TESOL)

B.S. in Education (Spring 2003)

Youngstown State University, Youngstown, OH

Capstone project on James Joyce's *Ulysses*, Advisor: Dr. Steve Reese

Kappa Delta Pi International Honor Society in Education Inductee

Emphasis areas: English Education, Integrated Language Arts

Academic Appointments

Teaching Associate Professor, Department of English, University of Pittsburgh, Pittsburgh, PA, August 2023–Present

Visiting Lecturer, Department of English, University of Pittsburgh, Pittsburgh, PA, August 2021–May 2023

English for Speakers of Other Languages (ESOL) Specialist & Writing E-Instructor, Pearson Education/Smarthinking, Inc., June 2016–July 2022

Teaching Associate, Duquesne University, School of Leadership & Professional Advancement, Pittsburgh, PA, Spring 2015

English Instructor (pt), Department of English and World Languages, Youngstown State University, Youngstown, OH, Fall 2005–Spring 2021

Editorial Assistant, *HUMOR: International Journal of Humor Research*, 2004–2005

Graduate Assistant, Department of English Assistantship, Youngstown State University, Youngstown, OH, August 2003–June 2004

Funded Projects & Awards

Foundational Pedagogy Collective, Project on pedagogical/applied research (funded by the “Year of Dialogue and Discourse” initiative) at the University of Pittsburgh, Spring/Summer/Fall 2025

College of General Studies (CGS) Affiliate, Online pedagogy, distance education, new course development (with stipend), University of Pittsburgh, August 2023–Present

Speaking in the Disciplines Fellowship, Kenneth P. Dietrich School of Arts and Sciences Undergraduate Studies (funded), University of Pittsburgh, Fall 2022

Writing in the Disciplines Fellowship, William S. Dietrich II Institute for Writing Excellence Seminar Series, University of Pittsburgh (funded), Spring 2022

Teaching Excellence Award, Youngstown State University, funds awarded, Spring 2020

Teaching

University of Pittsburgh (Teaching Associate Professor, Fall 2023–Present)

ENGCOMP 0560 (online/asynchronous)—*Writing Arguments*, as part of an initiative to expand online course availability in PPW through the College of General Studies (CGS) with course proposal and

summer faculty cohort work. *1 fall '25*

ENGCOMP 0515—*Persuasive Writing in Advertising*

A seminar that applies persuasive writing, integrated marketing, and the rhetoric and philosophy of advertising. *1 section fall '25*

ENGCOMP 1910—*Bridge Seminar*

A professional development course for Public & Professional Writing (PPW) students preparing digital portfolios and making connections in the marketplace. *3 sections, 1 forthcoming spring '26*

ENGCOMP 1112—*Professional Uses of Social Media*

A seminar within the Public and Professional Writing (PPW) program that applies digital narrative, media ecology, and ethics of rhetoric of technology. *1 section spring '25, 1 forthcoming spring '26*

ENGWRT 1901—*Internship Independent Study, Public & Professional Writing (PPW)*

- Spring 2025, Academic Supervisor for Abby V., Pitt Legal Intern, placed at Allegheny County District Attorney's Office
- Spring 2024, Academic Supervisor for Kelly M., Pitt PPW Marketing Intern, placed at Chartwells for Marketing & Social Media Management
- Fall 2023, Academic Supervisor for Obianuju O., Pitt Writing Intern, placed at *Pitt Magazine*

ENGCOMP 1120 (online/asynchronous)—*History & Ethics in Advertising and Public Relations*

This is an online version on the in-person course facilitated in an asynchronous format. *4 sections, 1 forthcoming spring '26*

ENGCOMP 1915—*Professional Development in Public & Professional Writing (PPW)*

Invited faculty for a 1-s.h. workshop series part of a larger 2023–24 AY pilot program. The series is intended to help PPW and any other writing-intensive majors prepare for the job market and build a professional portfolio. *1 section spring '24, pilot program*

ENGCOMP 1120—*History & Ethics in Advertising and Public Relations*

This upper-level course allows students to apply historically situated philosophical ethics to today's multi-faceted PR and advertising campaign work. An in-person version of the course and critical thinking and writing-intensive seminar. *2 sections*

ENGCOMP 1901—*Directed Studies, Teaching & Tutoring Writing*

This program provides qualified undergraduates a competitive opportunity to work as an Undergraduate Teaching Assistant (UTA) in the Writing Arguments (0560) or the History and Ethics of Advertising and PR (HEAP) seminar.

- Fall 2024, Bri C. (HEAP)
- Spring 2024, Carissa C. (WA)
- Fall 2023, Madilyn C. (WA)

ENGCOMP 0560—*Writing Arguments*

Within Public & Professional Writing, this course is embedded in rhetoric and expands students' research and argumentation work with professional application in mind. A seminar recommended for students pursuing law school, graduate programs, or professional writing careers. *2 sections*

University of Pittsburgh (Visiting Lecturer, Fall 2021–Spring 2023)

ENGCOMP 1901—*Directed Studies, Teaching & Tutoring Writing*

This program provides qualified undergraduates a competitive opportunity to work as an Undergraduate Teaching Assistant (UTA) in the Writing Arguments (0560) seminar.

- Spring 2023, Patrick D. M. (*public & professional writing*)
- Fall 2022, Mia R. C. (*pre-law*)
- Spring 2022, Sarah I. M. (*pre-law*)

ENGCOMP 0560—*Writing Arguments*

Within the Public and Professional Writing program, this course is embedded in rhetoric and expands students' research and argumentation work with professional application in mind. This is a seminar recommended for students pursuing law school, graduate programs, or professional writing careers. 4 sections

ENGCOMP 0152—*Workshop in Composition: ESL*

This undergraduate workshop for students learning English as a foreign language focuses on academic inquiry, analysis, and argument. 3 sections

ENGCOMP 0200—*Seminar in Composition*

An undergraduate seminar that focuses on student inquiry and exploration in writing, reading, and discussion. Encourages students' thoughtful engagement with various topics, including current events, patterns of thought in the social forum, and ethnography. 4 sections

Duquesne University (2015):

COMM 201—*Human Communication in a Technological Age*

An undergraduate course that applies a media ecology perspective to guide students toward a better understanding of technologically mediated environments and their impact on the human condition. Offered through Duquesne's School of Leadership & Professional Advancement. (*Teaching Associate working with Dr. Calvin L. Troup.*) 1 section

Youngstown State University (Fall 2005–Spring 2021):

ENGL 1539—*Fundamentals of College Writing*

Offers an additional semester hour of individualized instruction for students working on building various foundational literacy skills, such as basic essay structure, critical reading, and presentations. 12 sections

ENGL 1540—*Introduction to College Writing*

Focuses on intermediate writing concerns to help students strengthen college-level essay development, organization, and presentation. 3 sections

ENGL 1550—*Writing I*

Expands students' knowledge of expository writing, audience awareness, and MLA Style conventions. Includes a focus on Literacy Narrative, Comparative Analysis, and Rhetorical Analysis writing. Emphasizes MLA Style conventions. 23 sections

ENGL 1550C—*Writing I with Corequisite*

Offers an additional semester hour of individualized instruction to support students who demonstrate need for supplemental instruction beyond the traditional Writing I course offering.

ENGL 1550 (DE)—*Writing 1 (Distance Education, Online)*

Integrates various online learning platforms, including Blackboard Learn, Connect from McGraw-Hill, and Tegrity lecture recording, for implementation of course materials. Includes a focus on Literacy Narrative, Comparative Analysis, and Rhetorical Analysis writing. Emphasizes MLA Style conventions. *1 section*

ENGL 1550H—*Honors Writing I*

Follows an accelerated approach to academic writing. Includes a focus on Literacy Narrative, Comparative Analysis, and Rhetorical Analysis. Emphasizes MLA Style conventions. *1 section*

ENGL 1551—*Writing II*

Emphasizes research practices through the application of rhetorical coordinates and requires implementation of APA style conventions. *19 sections*

ENGL 1551H—*Honors Writing II*

Follows an accelerated approach to research and argumentation for students qualifying for honors credit. Students explore higher order academic writing conventions and presentation methods. Emphasizes APA Style conventions. *1 section*

ENGL 1551H (DE)—*Honors Writing II (Distance Education, Online)*

Integrates various online learning platforms, including Blackboard Learn, Connect from McGraw-Hill, and “Tegrity” lecture recording, for implementation of course materials. Follows an accelerated approach to research and argumentation for students qualifying for honors credit. *3 sections*

Certifications

Quality Matters Certification for Online Instruction in Higher Education, “Independent Applying the QM Rubric (APPQMR): Statewide Systems”

Teaching English to Speakers of Other Languages (TESOL) Graduate Certificate, Youngstown State University, Department of English

Ohio Teaching Licensure in English/Integrated Language Arts (7-12), 2003-2007

Presentations & Speaking Engagements *(select)*

“Exploring the AI Panopticon,” invited presenter for the Institute of General Semantics 2023 Symposium at [the Players, Manhattan, New York City](#), October 2023

“New Modernism: New Versions of Old Problems,” [paper presentation at the Media Ecology Association \(MEA\) International Convention](#) at Fordham University Lincoln Center Campus, Manhattan, New York City, June 2023

“Repetition and Review Strategies for Inclusive Practices,” pedagogy presentation at the [2019 Three Rivers TESOL Fall Conference](#) at Duquesne University, October 2019

“McLuhan’s Hermeneutic of Subjectivity: Social Anxiety and Technological Community,” paper presentation at the Media Ecology Association (MEA) International Convention at the [University of Toronto, Canada, June 2019](#)

“Just Write: Generating Ideas through Response Writing” invited [workshop](#) leader on media ecology and philosophy at Lit Youngstown’s Winter Writing Camp, 2019

“Marshall McLuhan’s Literary Metaphors: Insights on Time and Space as Coordinates of Perception,” [The Toronto School: Then, Now, Next](#), an international conference at the University of Toronto, Canada, October 2016

“A Discussion on Marshall McLuhan’s Rhetorical Examinations of Lived Experience,” [Media Ecology Association \(MEA\) International Convention](#) at Ryerson University in Ontario, Canada, June 2014

“Heidegger’s Philosophy of Language: Connections to Public Relations Praxis,” paper presentation at the Eastern Communication Association (ECA) Annual Conference in [Providence, RI, April 2014](#)

“A Review of Plato’s Ethics in Charmides and Laches,” Department of Communication and Rhetorical Studies Colloquium, Duquesne University, Pittsburgh, PA, December 2011

“A Jewish-Palestinian-Arab Israel: Language Development and Its Representations of Cultural Displacement,” reviewed, single-author paper presentation at the Eastern Communication Association (ECA) Annual Conference in [Arlington, VA, April 2011](#)

“Plato’s Morality: Sōphrosunē in Charmides and Laches,” panel presentation at the Pennsylvania Communication Association (PCA) Conference at Saint Vincent College, October 2010

“The M.A. Graduate Assistant: New Pedagogy on Teaching and Assessment,” invited faculty speaker for Teaching of Writing Practicum graduate students at Youngstown State University, 2007

“A TESOL Certificate through Interactive Video Distance Learning,” group presentation at the Ohio TESOL/Lau Center Annual Conference in Columbus, OH, 2004

Academic Service & Editorial Work *(Select)*

Invited Pedagogy Editor for *Explorations in Media Ecology*, Fall 2024–Present

Ossip and Advanced Essay Awards Committee Member and Judge, Department of English, University of Pittsburgh, 2021 AY; 2022 AY; 2025 AY

Assessment Committee Member, Department of English, University of Pittsburgh, 2024–25 AY

Selected Mentor for the Committee for Evaluation and Assessment of Teaching (CEAT), a

pedagogy-based program to support MFA & PhD students teaching at the University of Pittsburgh, Fall 2023

Invited Internship Committee Member, Department of English, University of Pittsburgh, 2023–2024 AY

Invited submission reviewer for the Explorations in Media Ecology journal for the Media Ecology Association, Spring 2023

Faculty participant (remunerated) for Dr. Stephen Quigley’s CCCC/Pitt research on coding in composition courses via Open Fuego, University of Pittsburgh, Fall 2022

Past Academic & Industry Service (*Select*):

Invited session leader, Composition Program Workshop, “Using McGraw-Hill’s Connect and Blackboard as Instructional Tools in Traditional, Agile-Hybrid, or Web-Based Courses,” Department of English and World Languages, YSU, August 2020

Appointed to serve remotely as a practice-SAT essay reviewer for Smarthinking’s Online Writing Lab instruction, June 2020

Appointed to work remotely on a writing assessment project at Pearson/Smarthinking, Inc. for University of Southern Queensland in Australia, Spring 2020

Invited Media Ecology Association (MEA) contributor and committee member for The MEA Statement for Inclusivity & Guidelines of Conduct, 2018, 2019

Professional Organizations

Media Ecology Association (MEA)

Institute of General Semantics (IGS)