

Joseph F. Martin



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SKILLS + ASSETS

Mastery of

- RHETORIC
- PUBLIC SPEAKING
- INTERCULTURAL COMMUNICATION
- VISUAL COMMUNICATION/AESTHETICS
- GRAPHIC DESIGN/ADVERTISING
- DIGITAL MEDIA
- LITERARY JOURNALISM

Vital Interest in and Command of

- RHETORIC AND SPEECH
- PROTESTANT AND CATHOLIC THEOLOGICAL TRADITIONS
- COMMUNICATION THEORY
- CONVERGENT MEDIA
- GOOD WRITING

Additional Strengths

- ENERGETIC WORK ETHIC
- PROVEN TRACK RECORD PRACTICING SUCCESSFUL COMMUNICATION IN CULTURALLY DIVERSE ENVIRONMENTS
- GENUINE ENTHUSIASM FOR TEACHING; ABILITY TO EXECUTE ENGAGING LECTURES ON GRADUATE AND UNDERGRADUATE LEVELS; TESTED DISTANCE ED. EXPERTISE
- HIGHLY RATED AS STUDENT MENTOR AND ADVOCATE
- STRONG COMMITMENT TO TEAM ENVIRONMENT DYNAMICS; ABILITY TO CONTRIBUTE EXPERTISE AND FOLLOW LEADERSHIP DIRECTIVES

Seminars Taught

- MARSHALL McLUHAN: QUIRKY PROF. OR CANNY COMMUNICATION PROPHET
- SOCIAL MEDIA USAGE AMONG AFRICAN AMERICAN YOUTH
- WRITING TOWARDS PUBLICATION

Convergent Media Apps

- iMOVIE, TWITTER, FACEBOOK, YOUTUBE, BLOGGER
- ADOBE: INDESIGN, PHOTOSHOP, MUSE, ILLUSTRATOR, FLASH, DREAMWEAVER, ACROBAT
- MAC/PC PLATFORMS

EDUCATION

PhD, Communication, Regent University VIRGINIA BEACH, VA 2012

Dissertation: *Lingua Franca: Frank J. Sheed's Rhetoric of Faithful Persuasion*. A historical/critical exercise in rhetorical analysis situating Sheed's spoken and written artifacts in interpersonal and socio-theological contexts and explicating narrative themes using interpretive grids derived from Aristotle, C. Perelman & L. Olbrechts-Tytecha, and Walter J. Fisher.

MA, Journalism, Regent University 2003

Government and Politics, George Mason University FAIRFAX, VA 1987

PROFESSIONAL EXPERIENCE

Associate Professor, Communication Montreat College, Montreat, NC 2016-2017

Senior department professor overseeing teaching and direction of Communication track with emphases in Public Relations, Digital Media Production, and Communication Theory. Responsible for ensuring that course structure and content sustain vital links between learning and real-life applications. Implement specific goals and measurable outcomes to consistently ensure high percentages of students meet/surpass course goals' objectives. Commitment to interaction with diverse university population sensitive to multicultural issues, and ability to engage and motivate students from various perspectives.

Asst. Professor, Graphic Design + Convergent Media Hampton University, Hampton, VA 2003-2016

Tenured professor teaching courses in areas of communication theory, public speaking, visual aesthetics, advertising, convergent media, and humanities. Recipient of 2014 Provost's Award for Excellence and Innovation in Teaching. Classroom stresses on analytical reasoning; modes of rhetoric; visual literacy; basic writing pedagogy; multicultural awareness and cross-disciplinary applications; academic-to-professional level writing and research competencies; competitive presentation and oral communication techniques, and convergent media proficiencies and issues in contemporary publishing. Faculty Advisor to Delta Tau Epsilon Academic Honor Society; Writing Lab Tutor. Sponsored founding of student chapters of HU Debate Team and of American Advertising Federation; two members of the latter selected among Fifty Outstanding Minority Students in the United States featured in *USA Today* and *Advertising Age*.

Advisor, Strategic Communications Team Hampton University, Hampton, VA 2008-2011

Served as consultant/writer/designer for president's handpicked strategic communications team chartered to oversee policy-making and implementation of information flow within the University and between it and city and civic organization. This initiative oversaw projects including the Minority Men's Health Initiative, the 100th Anniversary Annual Black Ministers Conference, the HU Presidential 25th Anniversary Celebration, the CampusNet Redesign Campaign, the National Conference on the Black Family, the East Coast African American Film Festival, and the campaign for the newly launched Virginia Beach campus.

Creative Director, Accelerator Graphics, Inc. Norfolk, VA 2000-2002

Founded and managed multi-focused design/public relations studio with diverse portfolio of advertising and promo materials created for both business and non-profit entities. Client support included corporate identity, collateral, and copywriting via strategic brainstorming, print items, and web pages. National clients included *First Things* and *Books & Culture* magazines, Paydirt Records, Walt Disney Studios, Paramount Pictures, St. Augustine's Press, and The National Association for Affordable Housing. Local clients included The Chrysler Museum of Art, Regent University, *Ninevolt* magazine, and various entertainment venues.

Creative Director, re:generation quarterly Princeton, NJ 1997-2000

Exclusively responsible for layout/production of this national quarterly 44-page, four-color, glossy magazine from concept through completion, including typography, cover concepts, photographic shoots, layout, proofing, and pre-press details. Also served as Editorial Assistant regarding article assignment and legend writing. Served as monthly arts critic, publishing regular film/music reviews. Oversaw all promotions. Directed transformation to convergent media publication process. Responsible for all aspects of magazine and book preparation as well as sales campaign strategies. Winner, Alternative Press Awards, *The Utne Reader*.

TEACHING INSTITUTIONS

- HAMPTON UNIVERSITY
- REGENT UNIVERSITY
(UNDERGRADUATE)
- REGENT UNIVERSITY
(GRADUATE)

COURSES TAUGHT

COM 103. ORAL COMMUNICATION

A performance-based course focusing on the invention, organization, delivery, and criticism of personal, informative, and persuasive speeches. Intensive study of communication interactions and relationships, message construction/criticism, and ethical responsibilities involved in communicating. Emphasis on intrapersonal, interpersonal, small group, mass, and computer-mediated communication areas, gender in communication, research techniques, and inductive and deductive reasoning.

COMM 201. HUMAN COMMUNICATION RESEARCH

A consideration of methods/techniques for systematic observation of communication behavior. Students design, run, and analyze various qualitative and quantitative methods in areas of their communication interests.

COMM 220. INTERCULTURAL COMMUNICATION

An overview of how culture, paradigms, and real and perceived differences impact our interaction with our own and others' co-cultures. A consideration of the role of diversity in language, nonverbal communication, mediated messages, relationships, and conflict. Gender or intercultural diversity examined in various contexts.

COMM 301. DIGITAL SOCIETY

An examination of the new media environments and their rapidly expanding influence on social spaces, cultural meanings, and human interactions.

COMM 330. BASIC RHETORIC

Rhetoric and the study of attitude and behavior change, specific techniques of persuasion, logic, and analysis of historical and contemporary exemplars as found in literature and digital media. Students gain experience in attitude research and preparing a personal persuasive strategy.

COMM 350. ORGANIZATIONAL COMMUNICATION

An application of communication theory and research in work contexts. Both corporations and non-profits will be examined through case studies, site visits, interviews, applied research, and teamwork projects.

HUM 101. INTRODUCTION TO HUMANITIES AND LITERATURE. Explores the philosophic and artistic heritage of humanity expressed through a historical perspective on visual arts, music, and literature. Creative expression is observed to cultivate appreciation and provide insight into people and society. Topics include historical and cultural developments of Western and Global civilizations, contributions of the humanities, and research.

ART & DESIGN 330. INTRODUCTION TO GRAPHIC DESIGN

Introduction to visual aesthetics. Emphasis on spatial relationships, visual hierarchies, colors, and the elements and principles of design. A design foundation workshop that emphasizes skills development and application of design technology: time and project management, visual thinking, image capturing, and editing.

ART & DESIGN 350. PRINCIPLES OF ADVERTISING

History and strategies behind American advertising industry. Marketing measures, rescaling variables, and the effects of message modality and appeal on advertising acceptance today.

ART & DESIGN 510. COMMERCIAL MUSIC PACKAGING

The conception, planning, and execution of music packaging for commercially marketed popular and classical artists. Attention is given to the historical precedents set by Alex Steinweiss and Paul Rand, as well as trademark techniques of major studios. Course stresses relationship between visual rhetoric and consumer patterns as established by both theoretical and statistical research. After conducting their own market research, student teams complete a capstone project by designing album packaging for a chosen artist, modeling collateral within social media platforms, and responding to real-world problems as introduced to their individual scenarios by the instructor.

JRN 543. WRITING/EDITING: MAGAZINES

An introduction to the basic parts of the publication process and principles of editing documents for grammar, professional style, emphasis, and audience awareness. Focus on common methods of marking documents using established symbols and conventions as well as electronic methods of editing. Methods for analyzing, critiquing, and revising manuscripts; techniques for creating successful writer/editor dialogue. Investigation of different styles and style manuals to develop comprehension of the various formats and conventions. Organizational contexts and ethical issues will be examined in relationship to editors, writers, and designers.

JRN 547 350. BOOK PUBLISHING

The historical and technological aspects of printing, distributing, editing, and even writing and reading as they have evolved in the last fifty years and over the last five hundred years. Questions examined include: Who are publishers, and what do they do? Who determines what and how we read? Building upon the notion that there is more than one correct answer to each of these questions, this seminar introduces students to a very general history of the book, followed by a closer look at current trends in the culture of the book with an emphasis on digital technologies. Publishing roles — from editor-in-chief to graphic designer to copy editor to marketing rep. — are analyzed. A comprehensive discussion of the practices and theories of contemporary trends in publishing within historical context.

PUBLICATIONS

"Good Reads 2016." *Catholic World Report*, January 2017.

http://www.catholicworldreport.com/Item/5318/The_Best_Books_I_Read_in_2016.aspx#sdendnote16sym

"Measuring Emotional Intelligence."

in *Communication for Today's Student*, 3rd Ed. Karen T. Ward, Kendall-Hunt, 2014.

"Interaction Motivated Connectedness."

in *Communication for Today's Student*, 2nd Ed. Karen T. Ward, Kendall-Hunt, 2012.

"A Man Obsessed with Sanity." *Ignatius Insight*, February 2014.

<http://insightscoop.typepad.com/2004/2014/02/a-man-obsessed-with-sanity.html>

"The Evangelistic Brilliance of Frank Sheed." *Ignatius Insight*, February 2014.

<http://insightscoop.typepad.com/2004/2014/02/frank-sheed-and-i-by-joseph-martin-7300-words-dr-joseph-f-martin-is-a-professor-of-communication-and-rhetoric-at-hampto.html>

"Best Books of 2013." *Catholic World Report*, January 2014.

http://www.catholicworldreport.com/Item/2818/The_Best_Books_I_Read_in_2013.aspx#sdendnote24sym

"Do You Hear What I Hear?" *Catholic World Report*, December, 2013.

http://www.catholicworldreport.com/Item/2785/do_you_hear_what_i_hear.aspx#.UsYoOnLSZg

"Play It Again, Sam." *Catholic World Report*, August 2012.

http://www.catholicworldreport.com/Item/1560/play_it_again_sam.aspx#.UsYq13lLSZg

"Enlarge The Place of Thy Tent." *Books & Culture*, March 2013.

<http://www.ctlibrary.com/bc/2013/marapr/letters-ma13.html>

"Best Books of 2012." *Catholic World Report*, January 2013.

http://www.catholicworldreport.com/Item/1867/the_best_books_i_read_in_2012_part_2_of_3.aspx#.UsYrQ3lLSZg

"Please Re-Release Me." *re:generation quarterly*, 4:1, January 1998.

<http://www.ctlibrary.com/rq/1998/winterspring/4140.html>

"The Mouth That Roared." *re:generation quarterly*, 4:4, October 1998.

<http://www.ctlibrary.com/rq/1998/winter/4447.html>

"Dying to Be a Star." *re:generation quarterly*, 5:1, January 1999.

<http://www.ctlibrary.com/rq/1999/spring/5144.html>

"Et Tu, Bono?" *re:generation quarterly*, 3:2, April 1997.

<http://www.ctlibrary.com/rq/1997/spring/3243.html>

"Apocalit Now: The End of the World As We Know It." *Focus Magazine*, August 1997.

PRESENTATIONS

(2013) "Mediated vs. Traditional Methods of Rhetoric in Ministry: Tony Campolo, C. S. Lewis, Francis Schaeffer, and Frank Sheed." Participated in a panel sponsored by Religious Communication Association at the National Communication Association's 99th Annual Conference, November 16, Washington, D.C.

(2011). "Cross Cultural Communication: Lessons from the Field: Explorations in Visual and Oral Ethnographies – Greyhounds, Elvis, and R & B." Presenter as part of panel at the Virginia Association of Communication Arts and Sciences (VACAS) Annual Conference, October, 19, Virginia Beach, VA.

ASSOCIATIONS

African American Culture and Communication Association • American Institute of Graphic Arts • Association for Education in Journalism and Mass Communication • Evangelical Press Association • Fellowship of Catholic Scholars • Habitat for Humanity International Communication Association • Mid-Atlantic Popular & American Culture Association • National Communication Association Pop Culture Association • United States Army Reserve

RESEARCH INTERESTS

- MARSHALL McLuhan and the Evolution of Online Publishing
- Social Media as Identity Shaper within African American Co-Culture
- Communication Theory as Friend and Foe of Historic Theology
- The Visual Rhetoric of the Album Cover Art of Alex Steinweiss
- 19th and 20th Century Evangelical Oratory
- Blogging as Gamechanging Element in Millennial Self-Awareness

CREATIVE SKILLS AND EXPERIENCE

Dynamic and innovative instructional techniques attested to by 2014 Provost's Award for Teaching Excellence. Mastery of communication theory and rhetoric, media studies, literary journalism, and convergent media, as well as professional and intrapersonal protocols. Ability to interactively translate academic and popular communication approaches on theoretical, interpersonal, and public presentation planes.

Accomplished writer capable of diverse styles ranging from deliberate, precise academic to punchy, conversational prose. Ability to translate information and concepts into resonant and impacting verbal and visual presentations. Cultural critic with reviews and letters published in *Books & Culture*, *Catholic World Report*, *African American Arts*, *re:generation quarterly* and *Hampton Roads* magazines.

Mastery of convergent media: design programs, including Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe Flash and Dreamweaver, as well as other Macintosh and Windows platforms and software. Mastery of principles and application of aesthetics.

Broad command of both Protestant and Catholic theological and philosophical scholarly traditions. Commitment to integrate lived faith with scholarship. Awareness of the imperative of honoring human dignity, diversity, and social justice while honoring Evangelical integration of faith and learning.

Commitment to multicultural engagement. Experience teaching and leading diverse groups of students and cultivating environments that spark motivation and creativity while also stressing communicated content.

Thorough knowledge and familiarity with social media and digital imaging within the context of applied academic theory and popular culture phenomena.

Working knowledge of modern publishing, Christian media, and the religious and social digital media.

WEBSITE: WWW.ACCELERATORGRFX.COM

REFERENCES

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|---------------------|---|
| DR. SHYLA LEFEVER | Professor of Communication Research and Theory
OLD DOMINION UNIVERSITY Phone: 757.489.7661
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| DR. TERRY LINDVALL | C.S. Lewis Endowed Chair in Communication
VIRGINIA WESLEYAN COLLEGE Phone: 757.455.3277
e-mail: tlindvall@vwc.edu |
| MR. ANDY KIRK | Director of Marketing
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