

2014 Maryland Conference on Academic and Professional Writing

The University of Maryland Campus Writing Board invites you to attend a two-day conference designed to facilitate a national dialogue on the current state and future directions in university academic and professional writing.

This conference will particularly explore these subjects in the context of the *Common Core State Standards Initiative* and current K - 12 literacy trends.

Featured Speakers:

James A. Herrick
Hope College

Paul A. Prior
University of Illinois, Urbana-Champaign

Kathy Yancey
Florida State University

Anne F. Wysocki
University of Wisconsin, Milwaukee

James Paul Gee
Arizona State University

Gert Rijlaarsdam
University of Amsterdam

Banquet Speaker:

Charles Bazerman
University of California, Santa Barbara

Jeanne Fahnestock
University of Maryland

Doug Hesse
University of Denver

Suresh Canagarajah
Pennsylvania State University

Kelly Ritter
*Director of the Undergraduate Rhetoric
Program, University of Illinois,
Urbana-Champaign*

Anne Ruggles Gere
*Director of the Sweetland Center for
Writing, University of Michigan*

Teresa Redd
*Director of Writing Across the
Curriculum, Howard University*

Necia Werner
*Director of Undergraduate Professional and
Technical Writing, Carnegie Mellon University*

Paul L. Sawyer
*Head, John S. Knight Institute for Writing
in the Disciplines, Cornell University*

Jane Stanley
*Director of College Writing Programs,
University of California, Berkeley*

October 10 - 11, 2014
College Park Marriott Hotel and Conference Center,
College Park, Maryland

For additional information, contact conference co-chairs Shirley Logan (slogan@umd.edu) and/or Wayne Slater (wslater@umd.edu)

Registration opens April 15, 2014 at <http://www.arhu.umd.edu/2014UMDWritingConference>

Fees: Regular: \$90 | Student: \$45 (including Banquet & Lunches)

Sponsored by the University of Maryland Campus Writing Board; University of Maryland Central Administration, the Graduate School, Colleges, and Departments; the University System of Maryland; and Pearson Education.



2014 Maryland Conference on Academic and Professional Writing

Friday, October 10, 2014

Writing Theory, Research, and Practice: Past and Present

8:00-8:45 Registration and Continental Breakfast

8:45-9:00 Welcome

Conference Co-chairs:

Shirley Logan, *Maryland Campus Writing Board and Department of English and Wayne Slater, Maryland Campus Writing Board and Department of Teaching and Learning, Policy and Leadership*

Mary Ann Rankin, *Senior Vice President and Provost Charles Caramello, Associate Provost for Academic Affairs and Dean of The Graduate School*

Donna Hamilton, *Associate Provost for Academic Affairs and Dean for Undergraduate Studies*

[Note: The last 15 minutes of each session will be reserved for Q & A.]

9:00-10:00 Session 1: Framing the Discussion

Session Chair: Jane Donawerth, *Maryland Campus Writing Board and Department of English, University of Maryland*

Speaker: James A. Herrick, *Hope College*

Title: From Topoi to Tweets: What Ancient Rhetoricians Can Teach Digital Natives

10:15-11:15 Session 2: Sociocultural Theory and Writing

Session Chair: Deborah Nelson, *Maryland Campus Writing Board and the Philip Merrill College of Journalism, University of Maryland*

Speaker: Paul A. Prior, *Center for Writing Studies, University of Illinois, Urbana-Champaign*

Title: A Sociocultural Framework for Disciplinary and Professional Writing: Literate Activity, Semiotic Remediation, and Laminated Trajectories of Participation

11:30-12:30 Session 3: Discourse Communities and Written Communication

Session Chair: Jeff MacSwan, *Department of Teaching and Learning, Policy and Leadership, University of Maryland*

Speaker: James Paul Gee, *Arizona State University and University of Wisconsin, Madison*

Title: Identity, Discourse, and Paradox in Learning to Write

12:30-1:30 LUNCH

During lunch you are invited to join a table discussion of one of the morning conference presentations. What additional questions, comments, or reactions do you have? At each table, you will find a facilitator to keep the conversation

going and a Twitter scribe to keep a record of what's said (#UMDWriting14). Notes from discussions will be available to all registrants online.

1:30-2:30 Session 4: Assessing Programs and Performance

Session Chair: Hui Wu, *Department of English, University of Texas, Tyler*

Speaker: Kathleen Blake Yancey, *Florida State University*

Title: Tagmemics *and* the Sex Pistols: Current Promising Approaches to Individual and Programmatic Writing Assessment

2:45-3:45 Session 5: Theory and Research on Visual and Digital Writing

Session Chair: Douglas Eyman, *Department of English, George Mason University*

Speaker: Anne F. Wysocki, *University of Wisconsin, Milwaukee*

Title: A Beauty for Informing Digital Bodies

4:00-5:00 Session 6: Integrated Theoretical Perspectives Informing Written Communication

Session Chair: Cheryl Glenn, *Department of English, Pennsylvania State University*

Speaker: Charles Bazerman, *University of California, Santa Barbara*

Title: What do Humans do Best? Developing Communicative Humans in the Changing Socio-Cyborgian Landscape

5:15-6:30 Cash Bar

6:30-8:30 Conference Banquet

Session Co-chairs: Shirley Logan, *Maryland Campus Writing Board and Department of English and Wayne Slater, Maryland Campus Writing Board and Department of Teaching and Learning, Policy and Leadership*

Speaker: Doug Hesse, *University of Denver*

Title: What If the Common Core Actually Works? For College Writing, Partly Cloudy With a Chance for Rain

Saturday, October 11, 2014

Future Directions

10:00-11:00 Session 7: Writing Process Theory

Session Chair: James Staihar, *Maryland Campus Writing Board and the Robert H. Smith School of Business*

Speaker: Gert Rijlaarsdam, *University of Amsterdam and University of Antwerp*

Title: Designing Academic Writing Courses: How Writing Process Research Can Guide Course Design

11:15-12:15 Session 8: Multilingual Writing Development

Session Chair: Isabella Gourney, *Maryland Campus Writing Board and the School of Architecture, Planning, and Preservation*

Speaker: Suresh Canagarajah, *Pennsylvania State University*

Title: Beyond Native and Nonnative: Negotiating Language in Writing Pedagogy

12:15-1:15 LUNCH

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1:15-2:15 Session 9: Persuasion, Audience, and Argument

Session Chair: Elizabeth Driver, *Maryland English Institute, University of Maryland*

Speaker: Jeanne Fahnestock, *University of Maryland*

Title: The Once and Future Discipline: The Rhetorical Core of Academic and Professional Writing

2:30-4:30 Final Plenary Session: Model Academic and Professional Writing Programs at Work

Moderators: Scott Wible, *Chair of the Maryland Campus Writing Board and Director of Professional Writing, Department of English, University of Maryland,* and Jessica Enoch, *Director of Academic Writing, Department of English, University of Maryland*

Speakers:

Anne Ruggles Gere, *Director of the Sweetland Center for Writing, University of Michigan*

Teresa Redd, *Director of Writing Across the Curriculum, Howard University*

Kelly Ritter, *Director of the Undergraduate Rhetoric Program, University of Illinois, Urbana-Champaign*

Paul L. Sawyer, *Head, John S. Knight Institute for Writing in the Disciplines, Cornell University*

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Conference Registration Website:
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