

Janet Johnson, Ph.D.

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Education

PhD in Rhetoric

Texas Woman's University, Denton, TX
May 2010

Dissertation: "Blogs and Dialogism in the 2008 United States Presidential Campaign"

MA in Journalism (minor: Communication Studies)

The University of North Texas, Denton, TX
August 2004

Thesis: "Personal Stories Go Worldwide: The Ritual of Storytelling through Weblogs"

BA in Communications (Broadcast Communications; minor: Business Administration, Marketing)

The University of Texas at Arlington, Arlington, TX
1995

Research

My primary research focuses on:

- **Digital Media Communications/Social Media Communications**
- **Presidential Campaigns/Political Rhetoric**
- **Journalism**

The new digital culture is changing how political campaigns are conducted as well as how news media tells a story. The narratives in our current society are becoming increasingly fragmented. My current research agenda is to help explain to both the media and the audience how to navigate such storytelling as well as why both digital media and the audience are equally important in telling the story of our rhetorical culture. These changes are important to explore and to explain so others can understand the significance of digital media and the influence such changes and messages have in American media and the world.

Teaching Experience

The University of Texas at Dallas, Richardson, TX

Clinical Assistant Professor

September 2006–present

- Professional & Technical Communications—ECS 3390 (F06, Sp07, F07, Sp08, F08, Sp09)
- Introduction to Writing and Editing for the World Wide Web—ATEC 3320 (F06, Sp07, F07, Sp08, F08, Sp09, F09, Sp10)
- Introduction to Computer-Mediated Communications—ATEC 3325 (Sp08, F08, Sp09, F09, Sp10, S10, F10, Sp11, F11, S12, F12, Sp13, F13)
- Reading Media Critically—COMM 3300 (F10, Sp11, F11, Sp12, Su12, Sp13, F13, Sp14)
- Communication Topics: Journalism and Social Media—COMM 3342 (F12, Sp14)
- Independent Study (Su13)
- Senior Capstone Projects (F13)

University of North Texas, Denton, TX

Journalism Adjunct Lecturer

August 2003–December 2006

- Introduction to News Writing—JOU 2310 (Su06)
- Advanced Reporting—JOU 2320 (Su04, Su06)
- News Editing and Design—JOU 3320 (F04, Sp05, F05, Sp06)
- Mass Communication and Society—JOU 1210 (F03, Sp04—managed over 400 students in survey class)

University of North Texas, Denton, TX

Journalism Graduate Teaching Assistant

June 2002–May 2004

- Basic News Writing Lab—JOU 2310 (Guest Lecturer, Writing Instructor, and Grader)
- News Reporting—JOU 2320 (Editor, Writing Instructor, Grader)

Professional Experience

Marketing Director

Bob Johnson's Computer Stuff, Inc., Garland, TX

July 1999–May 2003

- Started working for bobjohnson.com since creation of site and business in 1997
- Design consultant of new shopping cart
- Managed marketing budget and allocated funds for specific promotions
- Created and sent direct mailings and promotional emails to customer database
- Designed and managed graphics (advertising banners, logos, etc.) for bobjohnson.com, bobjohnson.cc, laptopextra.com, and adapterbiz.com
- Managed promotional sales
- Managed search engine results for bobjohnson.com and bobjohnson.cc
- Input merchandise on bobjohnson.com, adapterbiz.com, and laptopextra.com

Media Buying Assistant

SpotPlus, Dallas, TX

June 1999- July 2000

- Assisted Media Buyer in placing commercials for agency accounts in the Dallas Television Market

Strategic Coordinator

Audience Research & Development, Dallas, TX

January 1998–June 1999

- Served as Executive Producer of Idea Network (in-house–produced video for client TV stations)
- Wrote and updated online news articles for company web page
- Coordinated and created workshops for producers, reporters, promotions, and news directors
- Managed 27 TV station accounts
- Prepared Nielsen Rating analysis reports

Executive Producer, 6:00 p.m. Producer

KVII-TV, Amarillo, TX

June 1997–August 1997

- Supervised all news programming
- Wrote local and national broadcast copy
- Co-managed newsroom with assignments editor

Weekend Producer, Weekend Assignments Editor

KREM-TV, Spokane, WA

March 1997–June 1997

- Supervised all on-air news programming
- Wrote local and national broadcast copy
- Managed cover stories
- Coordinated all weekend news coverage

6:00 p.m. and 10:00 p.m. Producer

KTAB-TV, Abilene, TX

May 1996–March 1997

- Supervised all news programming
- Wrote local and national broadcast copy
- Assisted with sales in incorporating sponsorships within the newscast
- Coordinated and co-produced MDA Telethon
- Maintained KTAB's web page

Weekend Assignments Assistant

KTVT-TV, Fort Worth, TX

August 1994–August 1995

- Maintained contact with reporters and photographers and contacted police dispatchers throughout each day
- Sorted press releases to suggest media events for Assignments Editor
- Wrote broadcast copy for newscast

Press

International Press

- CCTV-1: Interviewed for the ten-part documentary series *Social Management* (Scheduled Air Date December 2013)

National Press

- Featured on **Times Square's Jumbotron**
- Quoted in *Men's Health* May 2013 "Phoney Cities"
- Quoted in *Christian Science Monitor* April 23, 2013 "False tweet sinks stock market. Is anyone checking this stuff?"
- PR Newswire
- Reuters

Local Press

- Quoted in *The Dallas Morning News* November 2012: "Experts: Postelection moaning — and gloating — shows how much we care"
- Quoted in *The Dallas Morning News* August 11, 2013: "How to get over oversharing on Facebook, Twitter and beyond"
- *Pleasanton Express* August, 28, 2013: "Social Media Tips from UT-Dallas Expert"

School Press

- *The Mercury*: Candidates' online presence increases as public moves to Twitter

Publications

Book Chapters

Novak, Alison and Janet Johnson. (Lexington Books, 2013). "The Female Email: Examining the Leadership and Rhetoric of Female Representations of the 2012 Obama Campaign." *Political Women: Language and Leadership*. Eds. Michele Lockhart and Kathleen Mollick.

Journals

Johnson, J. (2012, August 3). Twitter Bites and Romney: Examining the Rhetorical Situation of the 2012 Presidential Election in 140 Characters. *Journal of Contemporary Rhetoric*, 2(3/4), 54-64.
http://www.contemporaryrhetoric.com/articles/johnson5_1.pdf

Maben, S. K., Johnson, J. L., Edwards, J., Helvie-Mason, L., Edwards, A. An Exploration of Methodologies for Social Media Research and Analysis: Advantages, Limitations and Considerations. *Journal of Digital and Media Literacy*. <http://www.jodml.org/> (Under Review)

Encyclopedias

Johnson, J. (2013). Twitter. In Kerric Harvey (Ed.) *Encyclopedia of Social Media and Politics*. Los Angeles: Sage. (Forthcoming)

Text Book Entries

Johnson, J. (2013). Twitter and Politics. In Shelley D. Lane, Ruth Anna Abigail, and John Gooch (Authors) *Communication in a Civil Society*. Pearson. (Forthcoming)

Research in Progress

Hosterman, A.R., and Johnson, J. (2013) How Participatory Narratives are Defining Digital Culture.

Johnson, J. (2013) How Social Media is changing the Ritual of Communication

Conference Papers and Discussion Panels

Johnson, J. Commission on the Status of Women Panel Discussion. Presented at the Mid-Winter AEJMC Conference, March 2013, University of Oklahoma, Norman, OK.

Johnson, J. Growing as a COMMunity: Responding to everyday issues through a global techno-community. Presented at the National Communication Association, November 2012, Orlando, FL.

Johnson, J. Media's Mixed Messages: Health Care and Health Scare Panel Discussion. Presented at the Southern States Communication Association, April 2012, San Antonio, TX.

Johnson, J. Speak Up, Speak Out: The Power of Digital Voices From the Cloud Panel Discussion. Presented at the National Communication Association, November 2011, New Orleans, LA.

Johnson, J. Research in Progress Panel. The White House Blog: Taking advantage of the Rhetorical Situation to inform and engage the American citizen. Presented at the National Communication Association, November 2010, San Francisco, CA

Johnson, J. Best Practices: Twitter, New Media and Positive Communication Discussion Panel Participant at the Southern States Communication Association, April 2010, Memphis, TN

Johnson, J. The Rhetorical Power of The Tweet: Using Twitter to Enrich the Classroom Experience for Computers and Writing, May 2010, <http://www.digitalparlor.org/cw2010>

Johnson, J. How to use Blogging in Communication Education Discussion Panel Participant at the Southern States Communication Association, April 2010, Memphis, TN

Johnson, J. Rhetoric and Technology Discussion Panel Participant at the Federation of Rhetoric Symposium, February 2010, Denton, TX

Johnson, J. From Victim to Journalist: How technology changed the reporting of the London Terrorist Bombings. Paper presented at the Federation of Rhetoric Symposium, February 2006, Denton, TX

Johnson, J. Wired Ethos: Establishing Ethical Standards for Online Journalism Weblogs. Paper presented at the SW/TX Popular Culture Association Conference, February 2006, Albuquerque, NM

Johnson, J. Towards a new Electronic Pedagogy: Using Weblogs as a New Writing Portal in the Journalism Classroom. Paper presented at the College English Association, April 2006, San Antonio, TX

Johnson, J. The Coffeehouse and the Press: Continuing a 400-Year Tradition on the Internet. Paper presented at the Popular Culture Association Conference, April 2006, Atlanta, GA

Johnson, J. The Internet during Wartime: Real-Time Rhetoric About the War in Iraq. Paper presented at the International Communication Association Conference, May 2004, New Orleans, LA

Johnson, J. News Stories about September 11: Media Audience's Personal Narratives. Paper presented at the Southwest Education Council for Journalism and Mass Communication Symposium, November 2003, Salt Lake City, UT

Service

Academic Service:

- Editorial Review Board for *The Journal of Social Media and Society*, 2013

School Service

- Student Media Operating Board, 2011-Present
- Speaker at Campus and Community Luncheon, May 2013
- Living Learning Communities Welcome week 2012, 2013

Professional Memberships and Activities

- Southern State Communication Association (2010–present)
- National Communication Association (2010–present)
- Rhetoric Society of America (2004–2009)
- Member, English/Rhetoric Graduate Organization (2005–2006; Vice President, 2005–2006)
- Sigma Tau Delta

Awards

Autrey Nell Wiley Endowed Scholarship, 2006

Research Fellowships

Texas Social Media Research Institute Research Fellow, 2013