



## Mark Garrett Longaker

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Professor  
Rhetoric & Writing, Communication, English  
University of Texas at Austin  
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Austin, TX 78712  
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### EDUCATION

Ph.D., English	The Pennsylvania State University	2003
M.A., English	The Pennsylvania State University	1999
B.A., English/Spanish	The University of Southwestern Louisiana	1996

### ACADEMIC APPOINTMENTS

#### Professor

Department of Rhetoric and Writing, The University of Texas at Austin	2018 – present
Faculty Affiliate, Communication Studies	2006 – present
Faculty Affiliate, English	2003 – present

#### Associate Professor

Department of Rhetoric and Writing, The University of Texas at Austin	2009-2018
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#### Assistant Professor

Department of Rhetoric and Writing, The University of Texas at Austin	2003-2009
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#### Lecturer

English Department, Temple University	2002-2003
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#### Graduate Instructor

English Department, Pennsylvania State University	1997-2002
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#### Spanish and English Instructor

West Jefferson High School, New Orleans, LA	1996-1997
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## Scholarship

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### Monographs

Longaker, Mark Garrett (2015). *Rhetorical Style and Bourgeois Virtue: Capitalism and Civil Society in the British Enlightenment*. University Park: The Pennsylvania State University Press. 170 pp.

Reviewed in: *Review of Politics* 79.1, *Rhetorica* 35.2, *Quarterly Journal of Speech* 104.4, *Philosophy and Rhetoric* 51.2, *The Scribblerian and the Kit-Kats* 51.2, *Aktief* Jan 2020

Longaker, Mark Garrett (2007). *Rhetoric and the Republic: Politics, Civic Discourse, and Education in Early America*. Tuscaloosa: University of Alabama Press. 266 pp.

Reviewed in: *Journal of American History* 94.4, *Composition Studies* 36.1, *Rhetorical Review* 6.2, *Rhetoric Review* 27.3, *Early American Literature* 43.2, *New England Quarterly* 81.4, *Quarterly Journal of Speech* 94.4, *Rhetoric and Public Affairs* 12.1, *College Composition and Communication* 62.2, *Rhetorica* 29.2, *Journal of the Early Republic* 31.3, *Register of the Kentucky Historical Society* 105.3

### Textbooks

Longaker, Mark Garrett (2014, 2015, & 2016). *Controversies*. Austin: 40-Acres Press. 124 pp.

Longaker, Mark Garrett & Jeffrey Walker (2011). *Rhetorical Analysis: A Brief Guide for Writers*. New York: Longman. x + 278 pp.

### Digital Projects

[RhetCompUTX](#): a digital exhibit of primary-source items documenting the history of writing instruction at the University of Texas at Austin

[The Parlor](#): a podcast featuring interviews with major scholars in the field of rhetoric and writing, conducted by undergraduates in the UT Rhetoric and Writing major

### Journal Articles

Longaker, Mark Garrett (forthcoming 2020). “Thomas Malthus’s Rhetorical Political Economy.” *Journal for the History of Rhetoric*. 11,231 words.

Longaker, Mark Garrett & William Rodney Herring (forthcoming 2020). “‘Money is not a Pledge’: Early Financial Genres, the Battle of the Banks, and John Law’s *Money and Trade Considered*.” *The Eighteenth Century: Theory and Interpretation*. 9,159 words.

- Herring, William Rodney & Mark Garrett Longaker (2014). "Wishful, Rational, and Political Thinking: The Labor Theory of Value as Rhetoric." *Argumentation and Advocacy* 50.4: 193-209.
- Longaker, Mark Garrett (2014). "John Locke's Practice of Argumentation." *Informal Logic* 34.4: 364-392.
- Longaker, Mark Garrett (2014). "Adam Smith on Rhetoric and Phronesis, Law and Economics." *Philosophy and Rhetoric* 47.1: 25-47.
- Herring, William Rodney & Mark Garrett Longaker (2012). "Rhetoric as Economics: Samuel Newman and David Jayne Hill on the Problem of Representation." *Rhetoric Review*. 31.3: 236-253.
- Longaker, Mark Garrett (2011). "John Locke's Monetary Argument: An Analysis with Methodological and Historical Implications." *Rhetoric Society Quarterly* 41.2: 125-144.
- Longaker, Mark Garrett (2008). "The Political Economy of Rhetorical Style: Hugh Blair's Solution to the Civic-Commercial Dilemma." *Quarterly Journal of Speech* 94.2: 179-199.
- Longaker, Mark Garrett (2006). "Puritan Sermon Method and Church Government: Solomon Stoddard's Rhetorical Legacy." *New England Quarterly* 79.3: 439-460.
- Longaker, Mark Garrett (2006). "Idealism and Early-American Rhetoric." *Rhetoric Society Quarterly* 36.3: 281-308.
- Longaker, Mark Garrett (2006). "Back to Basics: An Apology for Economism in Technical-Writing Scholarship." *Technical Communication Quarterly* 15.1: 3-29.
- Longaker, Mark Garrett (2005). "Market Rhetoric and the Ebonics Debate." *Written Communication* 22.4: 472-501.
- Longaker, Mark Garrett (2005). "Beyond Ethics: Notes Towards a Historical Materialist Paideia in the Professional Writing Classroom." *Journal of Business and Technical Communication* 19: 78-97.
- Longaker, Mark Garrett (2005). "The Economics of Exposition: Managerialism, Current-Traditional Rhetoric, and Henry Noble Day." *College English* 67.5: 508-531.
- Longaker, Mark Garrett (2001). "Timothy Dwight's Rhetorical Ideology of Taste in Federalist Connecticut." *Rhetorica* 19.1: 93-124.

## Journal Issues

- Rhetoric and Economics, Analysis and History* (2018), guest editor. A special issue of *Advances in the History of Rhetoric*, 21.2
- The Commons* (2008), guest co-editor with Justin Tremel. A Special Issue of *Currents in Electronic Literacy*. Online only: <https://currents.dwrl.utexas.edu/Spring08.html>.

## Book Chapters

- Longaker, Mark Garrett, Davida Charney, Diane Davis, & Alice Batt. (2019) “Growing Despite Austerity: The Department of Rhetoric and Writing at the University of Texas at Austin.” *Weathering the Storm: Independent Writing Programs in the Age of Fiscal Austerity*. Eds. Richard Matzen and Matthew Abraham. Logan: University of Utah Press. 51-9.
- Longaker, Mark Garrett (2019). “Rhetorical Economics.” *Routledge Companion to Literature and Economics*. Eds. Matthew Seybold and Michelle Chihara. New York: Routledge. 41-49.
- Longaker, Mark Garrett (2017). “Rhetorical Toleration: John Locke on Ethics and Fallacy Theory.” In *Rhetoric in Europe: Philosophical Issues*. Eds. Norbert Gutenberg & Richard Fiordo. Berlin: Frank & Timme. 121-156.
- Longaker, Mark Garrett (2015). “Citizen.” In *Keywords in Writing Studies*. Eds. Paul Heilker & Peter Vandenberg. Boulder: Utah State University Press. 11-14.

## Invited Articles, Short Essays, Book Reviews, & Review Essays

- Longaker, Mark Garrett (2018). “Rhetoric and Economics, Analysis and History.” *Advances in the History of Rhetoric* 21.2: 108-114.
- Longaker, Mark Garrett, Davida Charney, Diane Davis, & Alice Batt (2016). “Growing Despite Austerity.” *College Composition and Communication*, 68.1: 185-191.
- Longaker, Mark Garrett (2013). Review essay: Carolyn Eastman, *A Nation of Speechifiers: Language Trouble in the Age of Eloquence*; Jeremy Engels, *Enemyship: Democracy and Counter-Revolution in the Early Republic*; Sandra Gustafson, *Imagining Deliberative Democracy in the Early American Republic*, and Jennifer Mercieca, *Founding Fictions*. *Rhetorica* 31.1: 113-118.
- Longaker, Mark Garrett (2012). Review of Samuel McCormick’s *Letters to Power: Advocacy without Public Intellectuals*. *Philosophy and Rhetoric* 45.4: 468-472.
- Longaker, Mark Garrett (2011). “Why History.” *Rhetoric Review* 30.3: 327-331.
- Longaker, Mark Garrett (2011). Review of Stephen McKenna’s *Adam Smith: The Rhetoric of Propriety*. *Rhetorica* 29.4: 443-445.
- Longaker, Mark Garrett (2011). “Revision and Patience.” *Inside Higher Ed*.  
<https://www.insidehighered.com/views/2011/05/13/revision-and-patience>
- Longaker, Mark Garrett (2010). Review of Konstantin Dierks's *In my Power: Letter Writing and Communication in Early America*. *Journal of American History* 97.1: 157-158.
- Longaker, Mark Garrett (2008). Review of Bryan Waterman’s *Republic of Intellect: The Friendly Club of New York City and the Making of American Literature*. *American Historical Review* 113.2: 499-500.

- Longaker, Mark Garrett (2008). Review of Dana Anderson's *Identity's Strategy: Rhetorical Selves in Conversion*. *Composition Studies* 36.2.  
[http://www.uc.edu/content/dam/uc/journals/composition-studies/docs/bookreviews/36-2/CS\\_Longaker\\_on\\_anderson--readyforWEB.pdf](http://www.uc.edu/content/dam/uc/journals/composition-studies/docs/bookreviews/36-2/CS_Longaker_on_anderson--readyforWEB.pdf)
- Longaker, Mark Garrett (2008). Review of Alan Liu's *The Laws of Cool: Knowledge Work and the Culture of Information*. *Quarterly Journal of Speech* 94.3: 378-381.
- Longaker, Mark Garrett (2007). Review essay: M. Ratcliffe & J. Lebkofsky's (Eds.) *Extreme Democracy*; D. Gilmore's *We the Media: Grassroots Journalism, by the People, for the People*; G. Reynolds's *An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government, and Other Goliaths*; Joe Trippi's *The Revolution Will Not Be Televised: Democracy, the Internet, and the Overthrow of Everything*. *Technical Communication Quarterly* 16.3: 353-359.
- Longaker, Mark Garrett (2005). Review of Gregory Clark's *Rhetorical Landscapes in America: Variations on a Theme from Kenneth Burke*. <http://kbjournal.org/node/5>
- Longaker, Mark Garrett (2001). Review of Bruce Horner's *Terms of Work for Composition: A Materialist Critique*. *Rhetoric Society Quarterly* 31.3: 130-134.
- Longaker, Mark Garrett (2000). Review of Robert F. Berkhofer Jr.'s *Beyond the Great Story: History as Text and Discourse*. *Rhetoric Society Quarterly* 30.3: 94-7.

### Selected Lectures, Workshops, & Presentations

- The Ethics of Tolerance: History, Argument, and the Writing Classroom.” Conference on College Composition and Communication, Kansas City, MO, March 2019.
- “John Law’s Persuasive Pledge: A Rhetorical Analysis of *Money and Trade*.” Money, Power and Print Colloquium, Siegen, Germany, June 2018.
- “Rhetoric and Economics.” Invited leader of a workshop for 16 scholars interested in the topic. Rhetoric Society of America Summer Institute, Madison, WI, May 2015.
- “John Locke on Inference and Fallacy: A Re-Appraisal.” University of Wisconsin-Madison English Department, Madison, WI, May 2014.
- “Teaching Rhetorical Analysis.” Two-day workshop and presentation given to faculty and graduate instructors. Western Carolina University, Cullowhee, NC, August 2013.
- “Writing Rhetorical History: Process and Product.” University of Memphis Communication Studies Department, Memphis, TN, March 2011.
- “Rhetorical Analysis.” One-day workshop for Austin-area high-school teachers, 2007.
- “The Economics of Exposition,” Plenary Address at the Penn State Conference on Rhetoric, State College, PA, July 2003.

## Awards

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### Grants

- UT President's Office Subvention Grant, 2014 (\$4,000)
- Course Innovation Grant, "RHE 306 Textbook and Online Instructor Guide." UT Austin Center for Teaching and Learning, 2014 (\$49,180)
- University Co-Op Subvention Grant, 2006 (\$3,700)

### Research Fellowships and Teaching Awards

- Special Service Fellowship, The University of Texas at Austin, Spring 2017
- Faculty Research Award, The University of Texas at Austin, Spring 2014
- UT Dads' Association Centennial Teaching Fellowship, Spring 2012 (\$3,500 honorarium)
- UT Library Directors' Award for Excellence in Library Resource Integration, Spring 2010
- President's Associates Teaching Excellence Award (\$5,000 honorarium), 2006-7
- Faculty Research Award, The University of Texas at Austin Spring 2006
- Summer Research Award, The University of Texas at Austin, 2004

## Teaching

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### Lower-Division Undergraduate Courses

#### [NSH 110 Natural Science Honors Seminar: Arguing with Conservatives](#)

**Description:** A required proseminar surveying 20th-century conservative political theory.

**Most Recent CIS Average (SP 2019, scale 1-5):** Quality of Course 4.5 Quality of Instructor 5.0

#### [RHE 309S Critical Reading and Persuasive Writing](#)

**Description:** An elective writing course focused on argumentation and public discourse.

**Most Recent CIS Average (FA 2016, scale 1-5):** Quality of Course 4.7 Quality of Instructor 5.0

#### [RHE 306 Rhetoric and Composition](#)

**Description:** The first-year writing course required of all UT students.

**Most Recent CIS Average (SP 2011, scale 1-5)** Quality of Course 4.1 Quality of Instructor 4.6

#### RHE 309K Rhetoric of Advertising

**Description:** A topics-centered, elective writing course.

**Most Recent CIS Average (SU 2006, scale 1-5):** Quality of Course 4.1 Quality of Instructor 4.8

#### RHE 309K Rhetoric of the New Economy

**Description:** A topics-centered, elective writing course.

**Most Recent CIS Average (SP 2006, scale 1-5):** Quality of Course 4.5 Quality of Instructor 4.9

## Upper-Division Undergraduate Courses

### [RHE 330D Augustine and Christian Rhetoric](#)

**Description:** A study of Augustine’s writings on rhetoric in the context of ancient philosophy.

**Most Recent CIS Average (SP 2020, scale 1-5):** [Quality of Course 4.8](#) [Quality of Instructor 5.0](#)

### [RHE 330D Cicero, Rhetoric, and Ancient Rome](#)

**Description:** A study of Cicero’s philosophy and oratory, focused on ethical public argument.

**Most Recent CIS Average (SP 2019, scale 1-5):** [Quality of Course 4.9](#) [Quality of Instructor 4.9](#)

### [RHE 330E Democracy and the Media](#)

**Description:** A review of media theory, attending to civic duty and public argument.

**Most Recent CIS Average (SP 2018, scale 1-5):** [Quality of Course 4.8](#) [Quality of Instructor 4.9](#)

### [RHE 330D Arguing with Liberals](#)

**Description:** A survey of liberal political theory applied to argumentation and current events.

**Most Recent CIS Average (SP 2019, scale 1-5):** [Quality of Course 4.9](#) [Quality of Instructor 4.9](#)

### [RHE 325M Advanced Writing](#)

**Description:** A course in applied grammar and stylistics.

**Most Recent CIS Average (FA 2019, scale 1-5):** [Quality of Course 4.9](#) [Quality of Instructor 4.7](#)

### [RHE 321 Principles of Rhetoric](#)

**Description:** Gateway course to the Rhetoric major, surveying rhetorical theory and analysis.

**Most Recent CIS Average (SP 2020, scale 1-5):** [Quality of Course 4.8](#) [Quality of Instructor 5.0](#)

### RHE 330D History of Public Argument

**Description:** A survey of public argument--theory and practice--from Plato to the present.

**Most Recent CIS Average (SU 2012, scale 1-5):** [Quality of Course 4.5](#) [Quality of Instructor 4.8](#)

## Graduate Courses

### [E 387N Archives: Theory and Research](#)

**Description:** A review of contemporary theory and research methods.

**Most Recent CIS Average (FA 2018, scale 1-5):** [Quality of Course 4.0](#) [Quality of Instructor 4.6](#)

### RHE 398T Supervised Teaching of College Writing

**Description:** A teaching practicum for first-time teachers of college writing.

**Most Recent CIS Average (FA 2015, scale 1-5):** [Quality of Course 4.1](#) [Quality of Instructor 4.7](#)

### E 387M Marxism in Rhetorical, Cultural, and Literary Theory

**Description:** A survey of Marxian critical theory looking at its impact on humanist scholarship.

**Most Recent CIS Average (SP 2015, scale 1-5):** [Quality of Course 4.8](#) [Quality of Instructor 5.0](#)

### E 387R Enlightenment Rhetoric

**Description:** A survey of Enlightenment philosophy and rhetorical theory.

**Most Recent CIS Average (SP 2013, scale 1-5):** [Quality of Course 4.6](#) [Quality of Instructor 5.0](#)

## Dissertations

**Director:** Connie Steel, Ph.D. in English (2016)

**Co-Director:** Matthew Breece, Co-Director with Casey Boyle (in progress) § James Donathan Garner, Co-Director with John Rumrich (2020) § Jay Voss, Ph.D. in English, Co-Director with Linda Ferreira-Buckley (2016)

## Undergraduate Theses

**Director:** Brianna Margo, English (2020) § Lorence Olivio, Rhetoric and Writing (2020) § Sarah Davidson, Rhetoric and Writing (2019) § Sarah Neaves, Rhetoric and Writing (2018) § Lauren Burgess, Rhetoric and Writing (2018) § Jamie Jelinek, Rhetoric and Writing (2018) § Adam Avramescu, Plan I Honors (2007)

**Reader:** Laura Tarrant, Rhetoric and Writing (2020) § Keith MacBrayer, Plan II Honors (2020) § Kelly Keglovitz, Plan II Honors (2020) § Bevyn Howard, Rhetoric and Writing (2019) § Maggie Johnson, Plan II Honors (2017)

## Service

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### Departmental Service

- Chair, Rhetoric and Writing Major Committee, 2019-present
- Associate Chair, Department of Rhetoric and Writing, 2008-2016
- Lower Division Curriculum Committee, member 2006-2008, 20016-18; chair 2008-2016
- Writing Assessment Specialist, 2009-2016

### University Service

- College of Liberal Arts Promotion & Tenure Committee, 2018-present
- Curriculum Design and Assessment Committee, 2018-present
- Coordinator for Summer Bridge Program, 2013-2015
- Member of the General Education Liaisons Council, 2012-2015
- Committee on Assessment of the Core Curriculum, College of Liberal Arts, 2010-2012
- General Faculty Council, 2008-2010

### Professional Service

- OnRamps Dual-Enrollment Course Faculty Lead, 2015-present



- Editorial Board Member, *Advances in the History of Rhetoric*, 2015-2019
- Editorial Board Member, *Rhetoric Society Quarterly*, 2012-2015
- Consulting: College AP Board, 2015; Southwestern University, Georgetown, 2011-2015; State of Texas Higher Education Board, 2010
- Ad hoc Reviewer: *Journal of Economic Behavior and Organization*, *Technical Communication Quarterly*, *Written Communication*, *Issues in Writing*, *Quarterly Journal of Speech*, *Rhetoric Society Quarterly*, *Journal of Communication and Religion*, *Advances in the History of Rhetoric*, *Argumentation and Advocacy*, *Informal Logic*, *Rhetorica*, University of Tennessee Press, University of Southern Illinois Press, Brill Academic Publishers, Pennsylvania State University Press, University of South Carolina Press, University of Nebraska Press
- Promotion and Tenure Outside Reviewer: Syracuse University (2018), Louisiana State University (2019)

## Languages

- § Latin (Advanced)
- § Spanish (Fluent)
- § English (Native)