

## Tammy R. Vigil, Ph.D.

College of Communication  
640 Commonwealth Ave.  
Boston University  
Boston, MA 02215  
tvigil@bu.edu  
617-353-3447

### Education

- Ph.D. University of Kansas, 2000  
Dissertation title: *Engaging a disconnected public: A cluster analysis of nonvoter focus group discussions*  
Areas of concentration: Rhetorical Theory & Practice, Political Communication & Mass Media
- M.A. University of Kansas, 1997
- B. A. Augustana College, Sioux Falls, S.D. 1995

### Teaching Experience

August 2002—present: Assistant Professor of Mass Communication, Department of Mass Communication, Advertising & Public Relations, College of Communication, Boston University.

#### **Courses Taught:**

*The World of Communication (introductory course, 440+ undergraduates)*  
*Teaching Techniques (graduate course for teaching assistants)*  
*Contemporary Mass Communication (graduate course)*  
*Communication Theory (graduate course)*  
*Theory & Process of Human Communication*  
*Communication Research (graduate & undergraduate level)*  
*Oral Presentations (graduate & undergraduate level)*  
*Executive Presentations (MBA program @ BU School of Management)*

August 2000 –August 2002: Assistant Professor of Communication Studies in the Department of Communication Arts, State University of New York College at Oneonta.

#### **Courses Taught:**

<i>Public Speaking</i>	<i>Contemporary Public Address</i>
<i>Oratory of Women</i>	<i>Public Speaking</i>
<i>Persuasion in Everyday Life</i>	<i>Argumentation</i>
<i>Introduction to Speech Communication</i>	<i>Independent Studies in</i>
<i>Political Rhetoric</i>	<i>Political Communication</i>

August 1995 - May 2000: Graduate Teaching Assistant, Communication Studies Department, University of Kansas.

\*\*Nominated by the Dept. of Communication Studies faculty for the *University of Kansas Outstanding Graduate Teaching Assistant* award.

**Courses taught:**

*The Rhetorical Tradition*

*Rhetoric & Social Influence*

*Persuasive Speaking*

*Speaker- Audience Communication*

*Honors Tutorial: Building Community through Communication*

**Other teaching interests:**

Rhetorical Criticism

Television Criticism

Political Communication

Rhetoric, Politics and Mass Media

Presidential Debates

Principles of Persuasion

**Administrative Experience**

July 2009—June 2012: Associate Dean, College of Communication, Boston University.

**Duties include:** overseeing the graduate and undergraduate programs; ensuring that COM is in compliance with university policies and procedures regarding course scheduling and enrollment requirements; fostering faculty research and stimulating funding; representing the dean at key meetings and events when necessary; participating in budgetary and personnel actions; attending meetings with university leadership, college leadership and staff as appropriate; collaborating with the dean in authoring promotion, tenure, contract and annual merit review statements; advancing the college's commitment to diversity and multiculturalism in all activities; fostering faculty development; conducting and publishing scholarly research; teaching the CO 101 course; and performing other duties as assigned by the dean.

**Major Accomplishments:** Authored the College's Faculty Expectation Document; Authored "Pathways to Greatness" the College's Strategic Plan; Presented the Strategic Plan to the University's Board of Overseers; Authored several policy guide sheets; Developed college's grade grievance policy; Instituted tenure-track faculty meetings; Completely revised the CO 101 World of Communication course; Thoroughly revised the CO 704 Teaching Techniques course

## Research

### **Peer Reviewed Publications:**

Vigil, T. R. (2013). "George Bush's First Three Inaugural Addresses: Testing the Utility of the Inaugural Genre," *Southern Communication Journal* 78 (5): 1-20.

### **Books:**

Vigil, T. R. (ed.). (2013). *Introduction to the World of Communication*. (San Diego, CA: Cognella/University Readers). First Revised Edition.

Vigil, T. R. (ed.). (2012). *Introduction to the World of Communication*. (San Diego, CA: Cognella/University Readers).

Carlin, D.B., Vigil, T.R., Buehler, S. & McDonald, K.M. (2009). *The Third Agenda in U.S. Presidential Debates: Debate Watch and Citizen Reactions, 1996-2004*. (Westport, CT: Praeger).

### **Book Review:**

Vigil, T. (2001). "FDR and His Enemies" (book review). *Rhetoric & Public Affairs* 4, 1: 159-161.

### **Works Under Review:**

Vigil, T. R. "Conquering Constraints & Exceeding Exigencies: Ethos-Building in FDR's 1932 Commonwealth Club Address" under review by the peer-reviewed *Western Journal of Communication*.

Vigil, T. R. "No Laughing Matter: The Rhetoric of the Comic Form" under review by the peer-reviewed *Quarterly Journal of Speech*.

### **Convention Papers/ Presentations:**

Vigil, T.R. (2013, November). "Rhetorically Constructing Connections: Strategies for Enhancing Identification in the 2008 and 2012 Nomination Acceptance Addresses," to be presented at the National Communication Association annual conference in Washington D.C.

Vigil, T.R. & Wu, H.D. (2013, November). "Facebook Use and Life Satisfaction: The Impact of Engagement," to be presented at the National Communication Association annual conference in Washington D.C.

Vigil, T.R. (2013, April). "Rhetorically Constructed Consubstantiality: The Importance of Candidate Identification Building Strategies in Contemporary Nomination Acceptance Addresses," presented at the Midwest Political Science Association annual conference in Chicago, IL.

Vigil, T.R. (2012, November). "The Maverick Versus the American Dream:

Identification and the 2008 Nomination Acceptance Addresses” presented at the Research in Progress Roundtable during the National Communication Association annual convention in Orlando, FL.

Vigil, T.R. (2011, November). “Will you be my friend? Does social media make you social or anti-social” chair and respondent to paper panel on the impact of social media, in New Orleans, LA.

Vigil, T. R. (2011, July). “Gettin’ Hitched: Humor and Didactic Functions of Comedy in the movie *Hitch*” presentation at the International Society of Humor Studies annual meeting, Boston, MA.

Vigil, T.R. & Shanhan, J. (2011, March). “Agenda-Setting and Framing Influences in the Mass Special Senatorial Election of 2010” poster presentation at the Midwest Political Science Association annual meeting in Chicago, IL.

Vigil, T.R. (2011, February). “The Maverick Versus the American Dream: Identification and the 2008 Nomination Acceptance Addresses” competitive paper presented at the Western Speech Communication Association annual convention in Monterey, CA.

Vigil, T.R. (2010, November). “Bridging Interpersonal Communication and Rhetorical Analysis: Uncertainty Management and Rhetorical Strategies in the 2008 Race for President” competitive paper to be presented at the National Communication Association annual convention in San Francisco, CA.

Vigil, T. R. (2009, November). “FDR’s 1932 *Commonwealth Club Address*: Building Ethos by Offering Stability through Change” presented to the National Communication Association at the NCA annual convention in Chicago, IL. [2009 Wrangle-Baskerville award winning paper]

Vigil, T.R. (2009, August). “A Steady Hand at the Mic: A Rhetorical Analysis of the 2008 Presidential Campaign” paper presented as part of a plenary session at the Association for Education in Journalism and Mass Communication annual convention in Boston, MA.

Vigil, T.R. (2009, August). “No Laughing Matter: The Rhetoric of Comedy and the Movie *Hitch*” competitive paper presented at the Association for Education in Journalism and Mass Communication annual convention in Boston, MA.

Downes, E., Vigil, T., & Estano, J. (2009). “Messages From the State” presented at the College of Communication and Information at the University of Tennessee’s 31<sup>st</sup> Annual Research Symposium.

Vigil, T. R. & Downes, E. (2005, November) "Meeting in Artificial Spaces: On-line Personals and the Art of Creating Identity" poster session at the National Communication Association annual national convention, Boston, MA.

Vigil, T. (2004, November) "Clarifying Comedy: Burke & Duncan Lead the Way" Presented as a competitive paper at the 90<sup>th</sup> annual meeting of the National Communication Association, Chicago, IL.

Vigil, T. (2004, April) "From e-journals to survey databases: Mining computer resources to better understand the media environment." Presented at the Broadcast Education Association annual convention, Las Vegas, NV.

Vigil, T. (2002, November) "Modern & Post Modern Argument: Tilting at Windmills of the Extremes." Presented as a competitive paper at the 88<sup>th</sup> annual meeting of the National Communication Association, New Orleans, LA.

Vigil, T. (2002, November) "Appropriating a Genre: The Inaugural Address(es) of George W. Bush." Presented as a competitive paper at the 88<sup>th</sup> annual meeting of the National Communication Association, New Orleans, LA.

Vigil, T. & Kelley, S. (2002, November) "The Death of Comedy has been Greatly Exaggerated: Burke's Comic Perspective as Antidote for Tragedy." Presented at the 88<sup>th</sup> annual meeting of the National Communication Association, New Orleans, LA.

Vigil, T.R. (2000, November). "Justifying the Show: Burke's Representative Anecdote and the Rhetorical Analysis of TV Texts." Presented at the 86th annual meeting of the National Communication Association, Seattle, WA

Vigil, T.R. (2000, April). "Who Cares? Media Construction of an Apathetic Public v. Non-Voter Rationale." Presented at the 2000 Central States Communication Association convention, Detroit, MI.

Vigil, T.R. (2000, April). "A Comedy of *Friends*: Burke's Identification as Key to Sitcom Success." Presented at the 2000 Central States Communication Association convention, Detroit, MI.

Vigil, T.R. (2000, April). "June Cleaver to Jill Taylor: We've Come a Long Way, Maybe." Presented at the 2000 Central States Communication Association convention, Detroit, MI.

Vigil, T. R. (1999, November). "Adapting to the Audience Without Pulling Any Punches: FDR at the Commonwealth Club." Presented at the 85th annual meeting of the National Communication Association, Chicago, IL.

Vigil, T. R. (1998, November). "A New Kind of Secretary: A Blending of Styles in the Rhetoric of Madeleine Albright." Paper presented at the 84th annual meeting of the National Communication Association, New York, NY.

Vigil, T.R. (1998, November). "Finding the Fringe: Hispanic Feminist Leaders." Paper presented at the 84th annual meeting of the National Communication Association, New York, NY.

Carlin, D.B., Vigil, T. R., & Buehler, S. E. (1998, September). "The Disaffected Electorate: What Separates Voters from Nonvoters?" Paper presented at the 94th annual meeting of the American Political Science Association, Boston, MA.

Vigil, T.R. (1997, November). "The 1996 Vice Presidential Debate: Questioning the Questions and Functions of the V.P. Debate." Paper presented at the 83rd annual meeting of the National Communication Association, Chicago, IL.

Vigil, T. R. (1997, April). "Politically Incorrect: Satirized for Your Protection?" Paper presented at the annual meeting of the Central States Communication Association, St. Louis, MO.

#### **Conference Panels:**

Vigil, T.R. (2013, November) "Political Debates: Social Watching, Candidate Strategies and Negative Effects" panel respondent at the National Communication Association annual conference in Washington, D.C.

Vigil, T.R. (2013, April). "Voter Mobilization, Turnout and Choice" panel chair at the Midwest Political Science Association annual conference in Chicago, IL.

Vigil, T.R. (2011, November). "Will you be my friend? Does Social Media Make you Social or Anti-Social?" panel participant (moderator and respondent), National Communication Association annual convention in New Orleans, LA.

Vigil, T.R. (2010, November). "Agenda Setting in a Volatile Political Environment: Content Analysis of Press Coverage in the Massachusetts Special Senate Election" panel participant at the National Communication Association annual convention in San Francisco, CA.

April, 2001-- chaired a panel entitled "Presidential Politics in the New Millennium" at the Eastern Communication Association conference, Portland, ME.

#### **Invited Talks:**

October 9, 2012—“Debating the Debates: Do Presidential Debates Matter?”-- A presentation given at the State University of New York College at Oneonta.

November 5, 2007 – “Youth and Politics: Participation v. Apathy” -- A presentation given at the State University of New York College at Oneonta.

February 2, 2005 -- “The Essence of the Unspoken: The Importance Nonverbal Communication” – A presentation on effective use and understanding of nonverbal communication in personal and professional interactions. Presented at the BU Office of Residence Life annual Information Blizzard.

January 4, 2005 -- “Communication as a Life Skill” – Presentation on translating teamwork into lessons on daily communication in professional and private lives. Given for the BU women’s basketball team.

April 9, 2002—“Raising voices, Raising Issues: Student Activism Today” – Moderated a panel discussion on contemporary student activism sponsored by the office of Student Development and the Keep the Peace Coalition, State University of New York College at Oneonta.

March 9, 2002-- “Can’t we all just get along? The Art of Effective Arguing” Presentation at the State University of New York College at Oneonta Annual Leadership Institute.

March 9, 2002 -- “Playing Well with Others: Effectively Communicating in a Diverse World” Presentation at the State University of New York College at Oneonta Annual Leadership Institute.

April, 25, 2000-- “Adding Color to Our History: Latina Women’s Contributions to Women’s Rights Outside the Mainstream Women’s Rights Movement.” Invited by Dr. Wil Linkugel to address the Rhetoric of Women’s Rights class.

August, 1996, 1997. “Teaching and Learning in an Age of Diversity.” Presented at the campus-wide new GTA orientation program at the University of Kansas

**Research Assistantship:**

*1996-2000.* Assisted Dr. D. Carlin on a Ford Foundation grant research project entitled DebateWatch ’96. Gained hands on experience with survey and focus group data collection and interpretation.

**Honors and Awards**

Received the 2009 Wrange-Baskerville Award for the best competitive conference paper of the Public Address Division of the National Communication Association annual national convention (198 submissions).

## Service Experience

### **Boston University**

#### **University-wide Service:**

*Fall 2011-present*; member, Faculty Affairs Council

*Summer 2009-2012*: member, University Graduate Council

*Summer 2009-2012*: member, University Undergraduate Council

*Fall 2010-present*: Advisor, COM specialty floor, Office of Residence Life

*Summer 2010-2012*: University Scholarship Committee

*Fall 2010-2012*: Summer Term Advisory Board

*Summer 2010-2011*: member, Faculty In Residence Advisory Board, Office of Residence Life

*Fall 2006- 2008*: member, University's Council on Faculty Diversity and Inclusion [also, member, Family Policy sub-committee]

*Summer 2004-2011*: Faculty-In-Residence, Rich Hall

#### **College-wide Service:**

*Fall 2009-present*: member, Research Review Board, Communication Research Center

*Fall 2012-Spring 2013*: member, EMS search committee

*Summer 2011-present*: advisor, Feld Professor Search Committee

*Sumer 2009-present*: member, Dean's Leadership Council

*Fall 2009-Spring 2010*: member, COM Strategic Plan Steering Committee

*Spring, 2009-present*: member, COM By-Laws Revisions Committee

*Fall 2007 – Spring 2008*: member, Dean's advisory board on Faculty Expectations

*Fall 2006- 2009*: member, Academic Affairs Committee

*Fall 2005- Spring 2006*: member, Dean's Advisory Committee

*Fall 2003-Fall 2005*: member, Academic Affairs Committee

#### **Department Service:**

*2012-2013*: Comprehensive exam proctor

*Summer 2004 – 2009*: Chair, Graduate Committee, MC/ADV/PR Dept.

*Fall 2007- 2009*: member, MC/ADV/PR curriculum development committee

*Fall, 2004- 2009*: Team Leader, MC/ADV/PR graduate comprehensive exam

*Spring, 2007*: member, Mass Communication faculty search committee

*Fall, 2004*: member, Mass Communication faculty search committee

*Fall, 2003*: member, Mass Communication faculty search committee

*Spring, 2003*: member, Advertising faculty search committee

### **General Academic Community Service**

*Summer/Fall 2011*: reviewer, *Communication, Culture & Critique*

*Spring 2011 & 2012*: Reviewer National Communication Association Rhetoric & Communication Theory Division

*Spring 2010 & 2011*: Reviewer National Communication Association Public Address Division



*Spring 20:10 & 2011:* Reviewer National Communication Association Public Address Division

*Spring 2007- present:* editorial board member, *American Journal of Media Psychology*

*Fall, 2003:* member, editorial board, *NYSCA Communication Annual*

*Jan. 2004:* reviewed two manuscripts for Northeastern University Press

### **SUNY-Oneonta:**

*Jan. 2001 – present:* College Curriculum Committee—Communication Arts Dept. Representative & Course Review Sub-committee member

*Aug. 2000 – present:* Speech 100 Course Coordinator

*Aug. 2001 – present:* Speech Club Advisor

*Sept. 2001- present:* Communication Studies Area Coordinator

*Sept. 2001- present:* Dept. of Communication Arts Advisory Committee

*August 2000 – present:* Dept. of Communication Arts Course Catalogue Revision Coordinator

*January 2001- present:* Communication Studies search committee member.

*Sept. 2001- Jan. 2002:* Multicultural Student Affairs Coordinator search committee member

*Oct. 2001 – present:* Personal Safety Committee member

*August, 2000- present:* Enrollment Management Committee member

*Aug. 2000- Dec. 2001:* Center for Multicultural Experience Advisory Board

### **University of Kansas:**

*1999- 2000.* Graduate Student Representative on the Organizational Communication Faculty Search Committee.

*1998-2000.* Assistant to the Director of the Communication Studies Graduate Program.

*1999.* President- Communication Studies Graduate Student Organization.

*1999.* Communication Studies Representative to the Graduate Assembly.

*1997- 1999.* Graduate Representative to Faculty Meetings.

*1995- 1998.* Judge, Linkugel Speech Competition.

*February, 1998.* Facilitator, University of Kansas staff/ faculty focus group on infrastructure.

*1997-1998.* Judge, COMS 130- Speaker- Audience Communication Exemption Exam.

*August 1996, 1997.* Facilitator, campus-wide new GTA discussion group on “Scenes from the Classroom”, addressing concerns of new teachers.

### **Related Experience:**

*December, 1996.* Judge, Baker University Forensics Tournament.

*April, 1996.* Forensics Tournament Judge, North Central Association of Schools for the Blind forensics tournament.

*June-August, 1995.* Camp Counselor and Tutor, Upward Bound Program-- University of Southern Colorado, Pueblo, CO.

*August, 1993 - May 1995.* Sports Director, KAUR 89.1 FM radio

**Professional Affiliations**

National Communication Association

Association for Education in Journalism and Mass Communication

American Association of University Women