

RANDY D. NICHOLS, PhD.

LIMESTONE UNIVERSITY
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EDUCATION

PH.D., RHETORICS, COMMUNICATION & INFORMATION DESIGN 2011

Clemson University, Clemson, SC

Dissertation Title: "A Rhetorical Approach to Cultural Literacies Across Media."

M.A. IN ENGLISH LITERATURE 2006

Rutgers University, Newark, NJ

Thesis: "Beyond the Binary: Considering Race in Adventures of Huckleberry Finn."

B.A. PASTORAL MINISTRIES 1982

Southeastern University, Lakeland, FL

Areas of Concentration: Bible & Theology.

TEACHING EXPERIENCE

LIMESTONE COLLEGE, GAFFNEY, SC

Professor of Professional Communications – current

Director, B.A. in Professional Communications – current

Chair, Department of Communication and Interdisciplinary Studies 2011-2017

Communications: Directed the Professional Communications major, developed and taught courses within the major, e.g. Public Speaking, Digital Communication I & II, Narratives across Media.

Interdisciplinary Studies: Analyzed needs of the program and institution, revised program and course curriculum. Developed Online Student Success Site, supervised faculty, and taught in the program.

CLEMSON UNIVERSITY, CLEMSON, SC

Instructor & Co-Developer – "Cultural Literacies Across Media" 2009

Developed course syllabi and distance education modules for pilot program. Initial iteration was designed for cohorts of student studying abroad, and was featured in the Chronicle of Higher Education.

Instructor – "Accelerated Composition," "Business and Professional Writing," "Introduction to Human Communication." 2007-2010

Conducted course instruction and labs for multimodal composition.

ESSEX COUNTY COLLEGE, NEWARK, NJ

Adjunct Faculty – “College Language Studies” 2006

Developed syllabus and overall course structure, including exams and projects, and administered all grades.

RUTGERS UNIVERSITY, NEWARK, NJ

Writing Center Staff 2005-2006

Tutored students in composition, working with students with a wide variety of majors, topics and ESL/EFL proficiencies. Presented workshops for writing center tutors and writing department faculty.

COURSES DEVELOPED & TAUGHT

- **CM 103: Narratives Across Media** – an introduction course to storytelling and narrative analysis that presents oral tradition, theater studies, television and film studies, museology, game studies, and amusement park dark ride design.
- **CM 410: Digital Communication 1** - part one of a hands-on practicum course that incorporates Digital Social Media, Digital Print Design, Digital Presentation Tools, Personal Branding, and Interactive Graphics.
- **CM412: Digital Communication 2** - part two of a hands-on practicum course that incorporates Basic Video Editing and Production, Website Building, Virtual and Augmented reality, and Artificial Intelligence.
- **CM 115/EN 115: Advanced Public Speaking (Honors College)** – an introductory course for honors college students that covers rhetoric, logic, and oral communication across several live and virtual communication environments.
- **HN 425: Contemporary Leadership Thinking** – an Honors Capstone course with a focus on contemporary published leadership principles through the development of a research project from formation to IRB approval and publication.
- **HN 295: Investigating Artificial Intelligence** – an Honors College Special Topics course where students engage and analyze current AI platforms and analyze and compare their utility towards application in various situations. Students research the topic through a wide selection of materials ranging from Alan Turing’s “Computing Machinery and Intelligence” (1950) to current research from The Center for Humane Technology. Students develop a well-reasoned critique of the current state of AI production and application and share their findings in a multimodal presentation in the term-end Student Symposium.
- **COMM 250: Cultural Literacies across Media** (Clemson U.) – developed for students studying abroad, this course introduces a theoretical framework for reading, engaging, and understanding communication practices in cross-cultural experiences.
- **New Testament Survey, Old Testament Survey, Theology, Hermeneutics, Homiletics, Counseling - Training Courses for Clergy (Professional)** - Professional Training courses for those in the process of licensure or ordination for ministerial credentials or as continuing education for ministers.

PUBLICATIONS, PRESENTATIONS, WORKSHOPS

- “The Lonesome Friends of Artificial Intimacy.” Popular Culture Association, April 2024, Chicago.
- “The Book of the Machines Redux: The Creation Rules the Creator.” Popular Culture Association, April 2023, San Antonio.
- “More of What You Like: Choice in our Current Digital Reality.” Popular Culture Association, June 2022, Virtual National Conference.
- “The Colonel’s Ghosts: KFC Iconic Versions and Recursions.” Popular Culture Association, June 2021, Virtual National Conference.
- “Darmok and Jalad at Tanagra: *Ethnos & Muthos* in Cultural Conversations.” Critical Race Theory Lecture, March 2021, Fayetteville State University.
- “Freegal: Highlights from the World of Free and Legal Digital Resources.” Faculty Workshop, October 2020, Spartanburg Community College.
- “The Archive and The Americans.” Popular Culture Association, April 2019, Washington, D.C.
- “Free and Easy: Incorporating Digital Tools for the Classroom Painlessly.” Center for Teaching, Learning, and Innovation Faculty Workshop, November 2019, Limestone College.
- “VR as Meta-Medium Workshop: A Collaborative Compositional 3D Project.” Popular Culture Association, April 2018, Indianapolis.
- “Remediating the Image for Virtual Reality.” Popular Culture Association, April 2017, Seattle.
- “New Media Demand New Thinking.” Olde English Consortium, March 2017, Limestone College. (Reprised April 2017 for the Open House Teaching Spotlight at Limestone College.)
- Lead author (with Dr. Jos. Walwema.) “Untangling the Web through Digital Aggregation and Curation.” *Mobile Technologies in the Writing Classroom: Resources for Teachers*, Edited by Claire Lutkewitte. NCTE. (2016.)
- “Artifacts from the Future: How the Future Shapes the Past.” Popular Culture Association / American Culture Association, April 2016, Seattle.
- “The Future is Here: The Tech World of Today’s Students.” Olde English Consortium, March 2016, Limestone College. (Reprised May 2016 for the Guidance Counselors’ Bus Tour at Limestone College.)
- “Artifacts from the Future.” Smartphone Museum Exhibit, 2015-2016, Winnie Davis Hall of History, Limestone College.
- “Finders, Keepers: Intentionally Engaging the Web through Digital Aggregation and Curation.” Popular Culture Association / American Culture Association, April 2015, New Orleans. (Reprised for Library Week at A.J. Eastwood Library, April 2015, Limestone College, SC.)
- “Producing a Museum’s Digital ‘Smart Layer’ as a Site for Teaching Multimodal Composition Theory & Practice.” Conference on College Composition and Communication, March 2015, Tampa.
- “Knowing, Doing, Making: Discussion of an Interdisciplinary Method of an Interdisciplinary Doctoral Program” (Panel) Association for Interdisciplinary Studies, October 2014.
- “Communications in a Brave New Digital World.” Pecha Kucha Night, Greenville, August 2014.
- “Carousel of Progress: The Future Comes to the 1964 World’s Fair.” Popular Culture Association / American Culture Association, April 2014, Chicago.

- “The Smartphone Museum as Exemplar for Student Digital Literacies.” Popular Culture Association / American Culture Association, March 2013, Washington, D.C.
- “From Chalkboards to Smartphones: Students and Teachers in the Digital Age.” (Multimodal Museo-Gallery Exhibit) Limestone College. (2012)
- "A Rhetorical Approach to Cultural Literacies Across Media." (Dissertation) ProQuest. (2011)
- "Panel .22: A Wally Wood Meets Dada Investigation." PRE/TEXT 20.1 (2010)
- “How Does Your Culture Grow? A New Organic Model for Cultural Inquiry.” Conference on College Composition and Communication, April 2011, Atlanta, GA.
- "Innocents Abroad: Cultural Mediacies in the Study Abroad Experience." Conference on College Composition and Communication, March 2010, Louisville, KY.
- "Rick Rollin': Interrupting the Machinery of the Culture Industry." Carolina Rhetoric Conference, February 2010, North Carolina State University.
- “Helping Johnny Become Digitally Literate.” Pecha Kucha Night – Chapter 1, November 2009, Greenville, SC.
- “Here Be Dragons: Interactive Dark Rides as Compositional Space.” Popular Culture Association Conference, April 2009, New Orleans.
- “Cultural Literacies Across Media.” Association of Teachers of Technical Writing Conference, March 2009, San Francisco.
- “The Wonderful World of Warcraft.” Carolina Rhetoric Conference, February 2009, Clemson University.
- “Pecha Kucha as Compositional Form and Adobe Presenter as Pedagogical Delivery Technology.” Multi-Modal Users Group (MMUG), October 2008, Clemson University.
- “Creating A User-Experience Through an ‘Interpellation Research Instrument’ for Giving Websites.” (Panel) Association of Teachers of Technical Writing Conference, April, 2008, New Orleans.
- “Donor Wars: An Empirical Study of User Experiences on University Donor Websites.” (Panel) Conference on Information Literacy, October 3-4, 2008, Savannah.

PROFESSIONAL DEVELOPMENT

- Member of Honors College Faculty, Limestone University, 2021-present.
- HootSuite certifications in Platform and Social Media – 2019.
- “50 Years of Hitchcock.” Online Certificate – Ball State University & TCM, 2017.
- “Into the Darkness: Investigating Film Noir.” Online Certificate – Ball State University & TCM, 2015.
- Rhetorics, Communication & Information Design Research Forum, Clemson University, 2009-2010.
- Colloquium on Intercultural Communication, Clemson University, 2007-2009.
- Serious Games Colloquium, Clemson University, 2007-2010.

- Research Network Forum. Conference on College Composition and Communication, March 2009, San Francisco.
- National Endowment for the Humanities Landmark Studies. Mark Twain House, Hartford, Connecticut. Summer 2006.

PROFESSIONAL ORGANIZATIONS

- Popular Culture Association American Culture Association – National Conference Area Chair, Communications and Digital Culture.

RECOGNITIONS AND AWARDS

- 2020 Presidential Excellence Award for Classroom High Impact Practices, Limestone College.
- 2014 Fullerton Foundation Excellence in Teaching Award, Limestone College.
- 2006 TIME Magazine’s Person of the Year.

COLLEGE & COMMUNITY SERVICE

- Supervised Student-produced AI-enhanced “guerilla” social media campaign (in coordination with Earl Scruggs Center Social Media Director) for the 2024 Earl Scruggs Music Festival.
- Faculty Development Committee, Limestone University, 2022-present.
- Directed Student-produced VR Tour for the Earl Scruggs Center, Shelby, NC – Beta version 2022, Public release planned for 2023.
- Led workshops for Limestone’s Center for Teaching, Learning, and Innovation, 2019-2023.
- Directed student production of Virtual Reality Tour for new campus facilities (Hones-Riggins Center.)
- Directed “Arts & Humanities Day” annual recruiting events, 2016-2020.
- Maintain web site (rhetoricoup.com) to provide resources for colleagues working in digital literacy and electronic pedagogy.
- Directed student production of Virtual Reality Tour for Cherokee County History and Arts Museum.
- Directed student production of VR Campus Tour (1.0) in Spring 2017, with additional virtual layers developed by current students in Spring 2018.
- Directed student production and installation of Digital Smart Layer for the Cherokee County History and Arts Museum, opened January 2015.
- Chaired and Directed Revisions of Interdisciplinary Studies “entry courses” across multiple platforms and systems.
- Chair, IT Sub-committee on Teaching, Research, Learning and Innovation, 2019-2020.
- Academic Life Committee, Limestone College, 2017-2019.
- Committee on Online Course Quality, Limestone College, 2015-2017.
- AWE (Achieving Writing Excellence) Core Faculty, Limestone College, 2012-2013.

- College of Architecture, Arts and Humanities Dean's Council of Students, RCID Representative. 2010-2011. Clemson University.
- Advisory Committee. Ph.D. Program in Rhetorics, Communication and Information Design, Clemson University. 2008-2009.
- Facilities Coordinator. 2009 Carolina Rhetorics Conference. Clemson University.