

Brian A. Cozen
Curriculum Vitae

Department of Communication
California State University, Fresno
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EDUCATION

- PhD. University of Utah, Communication, May 2015
Dissertation: *Mediating Energy: Rhetoric and the Future of Energy Resources*
Advisor: Dr. Danielle Endres
- M.A. University of Washington, Communication, June 2009
Thesis: *Powering Our Energy: Conceptions of Energy in Contemporary Oil Company Advertising*
Advisor: Dr. Christine Harold
- B.A. University of California, Berkeley, Sociology (Distinction of Highest Honors), May 2006
Thesis: *Reading Kids' TV: Differentiating Multiple Target Audiences in Contemporary Children's Television*

ACADEMIC POSITIONS

- Assistant Professor, California State University, Fresno, Department of Communication, August 2017 – Present
- Visiting Assistant Professor, University of Nevada, Las Vegas, Department of Communication Studies, August 2015 – May 2017

RESEARCH AREAS

Contemporary Rhetorical Theory and Criticism
Environmental Rhetoric
Energy Communication

JOURNAL ARTICLES

- Cozen, B. (Published Online May 23, 2017). Facting fiction: *Revolution*, the United Nations, and cultural politics of electricity. *Critical Studies in Media Communication*.
<http://dx.doi.org/10.1080/15295036.2017.1325510>

- Cozen, B.**, Endres, D., Peterson, T. R., Horton, C., & Barnett, J. T. (Accepted June 1, 2017). Energy communication: Theory and praxis toward a sustainable energy future [Commentary]. *Environmental Communication*.
- Endres, D., **Cozen, B.**, Barnett, J. T., O’Byrne, M., & Peterson, T. R. (2016). Communicating energy in a climate (of) crisis. Elisia L. Cohen (Ed.), *Communication Yearbook* (pp. 419-448). New York, NY: Routledge.
- Endres, D., **Cozen, B.**, O’Byrne, M., Feldpausch-Parker, A., & Peterson, T. R.. (2016). Putting the U in carbon capture and storage: Rhetorical boundary negotiation within the CCS/CCUS scientific community. *Journal of Applied Communication Research*, 44(4), 362 – 380.
- Gehl, R. W., & **Cozen, B.** (2015). Passé media: Communication and transportation on commuter and computer buses. *Communication Theory*, 25(3), 290 – 309.
- Endres, D., Senda-Cook, S., & **Cozen, B.** (2014). Not just a place to park your car: PARK(ing) as spatial argument. *Argumentation and Advocacy*, 50(3), 121 – 140. (Lead article)
- Cozen, B. (2013). Mobilizing artists: *Green Patriot Posters*, visual metaphors, and climate change activism. *Environmental Communication: A Journal of Nature and Culture*. 7(2), 297 – 314.
- Cozen, B. (2010). This pear is a rhetorical tool: Food imagery in energy company advertising. *Environmental Communication: A Journal of Nature and Culture*. 4(3), 355 – 370.

BOOK CHAPTER

- Endres, D., O’Byrne, M., **Cozen, B.**, & Feldpausch-Parker, A. (2016). Performances of community building within the CCS/CCUS scientific community. T. R. Peterson, H. L. Bergeå, A. M. Feldpausch-Parker, & K. Raitio (Eds.), *Environmental communication and community: Constructive and destructive dynamics of social transformation* (pp. 55 – 74). New York: Routledge.

CONFERENCE PROCEEDINGS

- Endres, D., **Cozen, B.**, O’Byrne, M., & Feldpausch-Parker, A. (2015). Putting the U in carbon capture and storage: Performances of rupture within the CCS scientific community. In M.S. Meisner, N. Sriskandarajah, & S.P. Depoe (Eds.), *Communication for the commons: Revisiting participation and environment: Proceedings of the 2013 Conference on Communication and Environment* (320–331). Uppsala, Sweden: Swedish University of Agricultural Sciences. The International Environmental Communication Association, Turtle Island.

Cozen, B. (2015). Flows, locomotion, and the Wild West: Mobile participation through North Dakota's oil boom. In M.S. Meisner, N. Sriskandarajah, & S.P. Depoe (Eds.), *Communication for the commons: Revisiting participation and environment: Proceedings of the 2013 Conference on Communication and Environment* (164–175). Uppsala, Sweden: Swedish University of Agricultural Sciences. The International Environmental Communication Association, Turtle Island.

Cozen, B. (2010). Powering our energy: Conceptions of energy in contemporary oil company advertising. In Seitz, Eleanor, Wagner, Travis P., & Lindenfeld, Laura (Eds.), *Environmental communication as a nexus: Proceedings of the 10th Biennial Conference on Communication and the Environment* (pp. 480–501). Orono, ME: University of Maine, Department of Communication & Journalism.

BOOK CHAPTER REPRINT

Cozen, B. (2015). Mobilizing artists: *Green Patriot Posters*, visual metaphors, and climate change activism. A. Hansen & D. Machin (Eds.), *Visual environmental communication*. London: Routledge.

CONFERENCE PAPERS

Cozen, B. *Pro-nuclear march?: The Rally for Environmental Hope as an emergent rhetorical movement*. Environmental Communication Division, *Western States Communication Association Conference (WSCA)*, Salt Lake City, Utah, February 18–21, 2017.

Cozen, B. *Pronuclear advocacy: Pandora's Promise as modernization theology*. Environmental Communication Division (Top Panel), *Western States Communication Association Conference (WSCA)*, San Diego, California, February 27–March 1, 2016.

Endres, D., **Cozen, B.**, Barnett, J. T., O'Byrne, M., & Peterson, T. R. *Communicating energy in a climate (of) crisis*. Environmental Communication Division (Top Panel), *National Communication Association Conference (NCA)*, Las Vegas, Nevada, November 19–22, 2015.

O'Byrne, M., & **Cozen, B.** "That stupid hole in the ground..." and other views of Yucca from nuclear scientists and engineers. Paper session, "An Opportunity (?) Not Embraced: Risk, Rhetoric, and the Yucca Mountain Nuclear Waste Repository Project," Association for the Rhetoric of Science and Technology Division, *National Communication Association Conference (NCA)*, Las Vegas, Nevada, November 19–22, 2015.

Cozen, B., O'Byrne, M., Endres, D., & Peterson, T. R. *Discussing safety: Nuclear scientists' discourse of leaks and technical risk*. Panel: Energy Panel Part II - Releases and Risk: The Under-Examined Human and Environmental Costs of Energy, *Conference on Communication and Environment (COCE)*, Boulder, Colorado, June 11 – 14, 2015.

- Cozen, B. Doin' work: Intersections between rhetorical theory and energy-source discourses. Rhetoric and Communication Theory Division. *National Communication Association Conference (NCA)*, Chicago, November 20 – 23, 2014.
- Cozen, B. Hybrid worlds and dystopic visions: Fearing a future without electric mobility. *Cultural Studies Association (CSA)*, Salt Lake City, UT, May 27 – 29, 2014.
- Cozen, B. The form of flow: Melodrama's competing vitalities in documentary film. Environmental Communication Division, *National Communication Association Conference (NCA)*, Washington, D.C., November 21 – 24, 2013.
- Cozen, B. Flows, locomotion, and the Wild West: Mobile participation through North Dakota's oil boom. Panel: Engaging the Public in Energy System Transformation, *Conference on Communication and Environment (COCE)*, Uppsala, Sweden, June 6 – 10, 2013.
- Endres, D., **Cozen, B.**, O'Byrne, M., Feldpausch-Parker, A., & Peterson, T. R. Putting the U in carbon capture and storage: Performances of rupture within the CCS scientific community. *Conference on Communication and Environment (COCE)*, Uppsala, Sweden, June 6 – 10, 2013.
- Gehl, R. W., & **Cozen, B.** Let's ride the {computer} bus through the digital city. Panel: From New York to Jakarta: Digi-Transitional Urban Spaces and Materialities, *Cultural Studies Association (CSA)*, Chicago, May 23 – 26, 2013.
- Cozen, B. Stuck in automobile flows: Labor mobility and the persistent promise of the American road. Media Studies Division (Top Panel), *Western States Communication Association (WSCA)*, Reno, NV, February 15 – 19, 2013.
- Cozen, B. Encountering long-distance train travel: Social interactions in a mobile space. Panel: Studying Language in Context, Language and Social Interaction Division, *Western States Communication Association (WSCA)*, Albuquerque, February 17 – 21, 2012.
- Cozen, B. Sustain! Up, down, and cyclic visual metaphors in *Green Patriot Posters*. Panel: Media and the Environment, *National Communication Association Conference (NCA)*, New Orleans, LA, November 16 – 20, 2011.
- Cozen, B. Powering our energy: Conceptions of energy in contemporary oil company advertising. Panel: Visualizing the Environment, *Conference on Communication and the Environment (COCE)*, Portland, ME, June 27 – 30, 2009.
- Cozen, B. Powering our energy: Chevron and conceptions of energy in contemporary advertising. Panel: Confronting the Moral and Ideological Dimensions of Environmental Issues, *Communicating the Environment: An Interdisciplinary Graduate Student Conference*, University of Washington, May 8, 2009.

- Cozen, B. Human Energy™: Chevron's advertising campaign as preemptive apologia. Environmental Communication Division (Top Panel), *Western States Communication Association Conference (WSCA)*, Mesa, AZ, February 13 – 17, 2009.
- Cozen, B. Representing your representative: Signification and MadTV's 'Obama' skit. Panel: Media, Politics, & Social Movements, *Department of Communication Graduate Student Spring Conference*, University of Washington, May 31, 2008.
- Cozen, B. Bottling kids: Age category constructions and Cartoon Network's *Codename: Kids Next Door*. Panel: Children's Television: Representing and Instructing Kids, *National Popular Culture & American Culture Associations 2008 Joint Conference (PCA/ACA)*, San Francisco, CA, March 19 – 22, 2008.
- Cozen, B. Reading kids' TV: Differentiating multiple target audiences in contemporary children's television images." Panel: Popular Culture, *Pacific Sociological Association Annual Meeting (PSA)*, Universal City, CA, April 20 – 23, 2006.

CONFERENCE PANELS

- Cozen, B. Climate change as violence: McKibben's literalization of the war metaphor. Panel: By Any Means Necessary: Centralizing the Rhetoricity of Violence. Rhetoric and Public Address Division, *Western States Communication Association (WSCA)*, Salt Lake City, February 18 – 21, 2017.
- Cozen, B. Chair/Moderator, Organizer, and Panelist. Panel: "Mobility as a Critical/Cultural Concept." Critical and Cultural Studies Division, *National Communication Association (NCA)*, Chicago, IL, November 20 – 23, 2014.
- Cozen, B. Panelist. Panel: "Energetic Communication: Exploring Contexts and Applications in Pasts, Presence, and Futures." Spiritual Communication Division, *National Communication Association (NCA)*, Chicago, IL, November 20 – 23, 2014.
- Hunt, K., & **Cozen, B.** Biopolitics as economic practice and the global industrial food system. Environmental Communication Division, *Western States Communication Association (WSCA)*, Anaheim, CA, February 14 – 18, 2014.
Chair/Moderator, Co-Organizer, and Panelist. Panel: "Allocating Food Knowledge: Transdisciplinary Approaches to Food Research."

POSTER SESSIONS

- Cozen, B.**, O'Byrne, M., & Endres, D. The role of scientist communication practices in low carbon energy policy. *Annual Global Change & Sustainability Center (GCSC) Research Symposium*, University of Utah, February 17, 2015.

Endres, D., Senda-Cook, S., & **Cozen, B.** Parking: Place in protest in action. *National Communication Association Conference (NCA)*, Orlando, FL, November 15 – 18, 2012.

TEACHING

Assistant Professor, Department of Communication, California State University, Fresno, Fall 2017 – Present

Visiting Assistant Professor, Department of Communication Studies, University of Nevada, Las Vegas, Fall 2015 – Spring 2017

Graduate Teaching Fellow, Department of Communication, University of Utah, Fall 2010 – Spring 2015

Graduate Teaching Fellow, Department of Communication, University of Washington, Fall 2008 – Winter 2009

COURSES TAUGHT

Instructor

Environmental Communication (COMM 188T), California State University, Fresno
Semesters Taught: Fall 2017 (Forthcoming)

Communication Criticism (COMM 142), California State University, Fresno
Semesters Taught: Fall 2017 (Forthcoming)

Rhetorical Theory (COMM 140), California State University, Fresno
Semesters Taught: Fall 2017 (Forthcoming)

Rhetoric of Dissent (COM 641/441), University of Nevada, Las Vegas
Semesters Taught: Spring 2017

Contemporary Rhetorical Theory (COM 310), University of Nevada, Las Vegas
Semesters Taught: Spring 2017

Rhetorical Criticism (COM 408), University of Nevada, Las Vegas
Semesters Taught: Spring 2017; Fall 2016; Spring 2016

Survey of Communication Studies (COM 216), University of Nevada, Las Vegas
Semesters Taught: Fall 2016; Fall 2015

The Rhetorical Tradition (COM 409), University of Nevada, Las Vegas
Semesters Taught: Spring 2016

Rhetoric and Ecology (COM 303), University of Nevada, Las Vegas
Semesters Taught: Spring 2016

Principles of Persuasion (COM 404), University of Nevada, Las Vegas
Semesters Taught: Fall 2015

Communication and Social Responsibility (COMM 3030), University of Utah
Semesters Taught: Summer 2014; Fall 2013; Fall 2012; Fall 2011

Communication Criticism (COMM 3460), University of Utah
Semesters Taught: Fall 2013; Spring 2013; Spring 2012; Fall 2011

Communication and Gender (COMM 3070), University of Utah
Semesters Taught: Fall 2012

Elements of Speech Communication (COMM 1010), University of Utah
Semesters Taught: Spring 2011; Fall 2010

Teaching Assistant

Living in a Media World (COMM 3505), University of Utah, Spring 2015; Fall 2014
For: Dr. Glen Feighery

Communicating Science, Health, Environment (COMM 3115), University of Utah, Spring 2014
For: Dr. Julia Corbett

Principles of Visual Communication (COMM 3550), University of Utah, Spring 2011
For: Dr. Paul Rose

Introduction to Mass Communication (COMM 1500), University of Utah, Fall 2010
For: Dr. Glen Feighery

Introduction to Public Speaking (COM 220), University of Washington, Winter 2009
For: Dr. Matt McGarrity

Introduction to Communication I (COM 201), University of Washington, Fall 2008
For: Dr. David Domke

Guest Lectures

Discussant, "Food Cultures," Rhetoric and Ecology (COM 303), Dr. Donovan Conley,
University of Nevada, Las Vegas, Department of Communication Studies, November
2016

Lecture and Discussant, “Gender, Socialization, and Media,” Communication and Social Responsibility (COMM 3030), Ian Summers, University of Utah, Department of Communication, June 2015

Lecture, “Television Case Study: *Revolution*,” Living in a Media World (COMM 3505), Dr. Glen Feighery, University of Utah, Department of Communication, October 2014

Lecture, “Ethics: Stereotyping and the Right to Be Seen,” Principles of Visual Communication (COMM 3550), Erin Potts, University of Utah, Department of Communication, April 2014

Presenter and Discussant, “Culture and Climate Change,” Communicating Climate Change (COMM 5370), Dr. Julia Corbett, University of Utah, Department of Communication, November 2013

Lecture, “Oil Company Advertising,” Introduction to Mass Communication (COMM 1500), Dr. Glen Feighery, University of Utah, Department of Communication, November 2010

Lecture, “Children’s Television and Semiotics,” Race, Gender, and Sexuality in the Media (COM 389), Dr. Ralina Joseph, University of Washington, Department of Communication, October 2007

RESEARCH ASSIGNMENTS

Research Assistant, Dr. Danielle Endres, Department of Communication, University of Utah, Fall 2011 – Spring 2012; Spring 2013 – Summer 2013; Spring 2014 – Summer 2015
Co-researcher for NSF project on low-carbon emitting technology professional discourse
Local Co-host, organizer for 18th Biennial Alta Argumentation Conference
Grant proposal preparation (research, writing, and editing, successfully awarded by NSF)
Co-Researcher for grant pilot research on Carbon, Capture, and Sequestration (CCS)

Research Assistant, Department of Communication, University of Washington, Fall 2007 – Spring 2008; Spring 2009
Assisted in research projects for Dr. Randal Beam, Dr. Leah Ceccarelli, Dr. Christine Harold, Dr. Ralina Joseph, Dr. Gina Neff, and Dr. Malcolm Parks

AWARDS, HONORS, AND GRANTS

Research Assistant, National Science Foundation Grant, “Composing Energy Policy: The Rhetoric of Low-Carbon Energy Technology Scientists and Engineers.”
Grant: NSF: SES-1329563
Grant Amount: \$499,541.00 base total
PIs: Danielle Endres (University of Utah) and Tarla Rai Peterson (Texas A&M)

Top Paper Panel, Environmental Communication Division, WSCA Conference, February 2016

Top Paper Panel, Environmental Communication Division, NCA Conference, November 2015

James A. Anderson Research Award Recipient, Department of Communication, University of Utah, 2013: \$5,000

Doctoral Honors Seminar Participant, Boundary-Breaking Methodology in Environmental Communication, Winter Harbor, ME (SERC), July 18 – 21, 2013

Top Paper Panel, Media Studies Division, WSCA Conference, February 2013

Floyd O'Neil Scholarship, Research Grant, American West Center, University of Utah, 2011: \$500

Travel Grant Funding, Conferences, 2008 – Present, Approx.: \$4,000

Top Paper Panel, Environmental Communication Division, WSCA Conference, February 2009

DISCIPLINARY SERVICE

Division Chair, Environmental Communication Interest Group, Western States Communication Association, 2017-2018

Speaker Coach, TEDx UNLV, University of Nevada, Las Vegas, April 8, 2016

Faculty Committee, Auxiliary Member, Long-Term Goals for COM 216: Survey of Communication Studies Course, Fall 2015; Summer 2016

Primary Author, Call for Papers, Cultural Studies Association Conference: "Ecologies: Relations of Culture, Matter, and Power," May 2014

Local Host Assistant, 18th Biennial Alta Argumentation Conference, Snowbird, UT, August 1 – 4, 2013

Journal Reviewer, *Environmental Communication*, 2013 – Present

Journal Reviewer, *Science Communication*, 2015 – Present

Review Editor, *Frontiers in Communication* (Online Journal), Science and Environmental Communication, 2016 – Present

Conference Submission Reviewer, Rhetoric and Communication Theory Division, National Communication Association 2014

Conference Submission Reviewer, Conference on Communication and Environment 2013 – Present

Conference Submission Reviewer, Environmental Communication Division, Western States Communication Association 2013 – Present

Conference Submission Reviewer, Environmental Communication Division, National Communication Association 2012, 2015 – Present