

Linn Bekins

Curriculum Vitae

Office Address

5500 Campanile Drive
Department of Rhetoric and Writing Studies
San Diego State University
San Diego, California 92182
Phone: (619)594-2211

EDUCATION

Degree

Ph.D.	University of Utah Educational Studies, Curriculum and Instruction Emphasis in Rhetoric and Composition. Dissertation title: <i>Collaboration in science: Strategy and the writing of a review chapter</i>	2000
M.A.	University of British Columbia English Literature Emphasis in 20th Century Poetics and Composition Studies.	1994
B.A.	University of San Diego Major: English Literature; Minors: Spanish and Psychology.	1989

TEACHING POSITIONS AND RANKS HELD

1999 – Present	<i>Associate Professor</i> , San Diego State University, San Diego, California <i>Director</i> , Advanced Certificate Program in Technical and Scientific Writing Department of Rhetoric and Writing Studies. (Promoted to Associate in 2005.)
1997	<i>Adjunct Professor</i> , University of Utah, Salt Lake City, Utah, David Eccles School of Business Management Communication Center
1997	<i>Teaching Assistant</i> , University of Utah, Salt Lake City, Utah Educational Studies
1997	<i>Research Assistant</i> , University of Utah, Salt Lake City, Utah University Writing Program and Communications
1994 – 1998	<i>Teaching Fellow</i> , University of Utah, Salt Lake City, Utah University Writing Program
1992 – 1994	<i>Teaching Assistant</i> , University of British Columbia, Vancouver, British Columbia English Literature
1988 – 1989	<i>Research Assistant</i> , University of San Diego, San Diego, California English Literature

Linn Bekins

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WORKPLACE EXPERIENCE

- 1992 – Present *Communications Consultant*. Clients served include: Alliance Pharmaceuticals Corp., American Specialty Health, ATI Medical, Chugai Pharma USA, Endonetics, Genentech, InnerCool Therapeutics, Orthopedics Biomechanics Institute, Gen-Probe, Research Medical-Baxter Healthcare, U.S. Geological Survey, Jordan School District, David Eccles School of Business, SDSU Entrepreneurial Management Center.
- 1998 – 1999 *Project Manager/Senior Consultant*. Franklin Covey, Salt Lake City, Utah
Professional Services Group
Clients served include: Zion Bank (formerly First Security Information Technology, Inc.).
- 1996 – 1998 *Scientific Consultant*. McCulleyCuppen (formerly Scientific Services division of Franklin Covey), Salt Lake City, Utah
Clients served include: U.S. Food and Drug Administration, Hoffman La Roche Pharmaceuticals.

PROFESSIONAL GROWTH

Published Refereed Book Chapter

- Bekins, L. (2000). "Theorizing the internet for the practice, instruction, and study of disciplinary writing." In P. Mosenthal and A.W. Pailliotet (Eds.), Reconceptualizing literacy in the new age of media, multimedia and hypermedia. Greenwich, CT: JAI.

Published Refereed Articles

- Faber, B., Bekins, L. & Karis, B. (2002). "Using corporate-based methods to assess technical communication programs." Journal of Technical Writing and Communication, 32, 307-336.
- Ornatowski, C. & Bekins, L. (2004). "What's civic about technical communication? Technical communication and the rhetoric of 'community.'" Technical Communication Quarterly, 13, 251-269.
- Bekins, L. & Merriam, S. (2004). "Consulting and collaborative writing connections." Academic Exchange Quarterly, 8 (3), 233-237.
- Bekins, L., Huckin, T., & Kijak, L. (2004). "The personal statement in medical school applications: Rhetorical structure in a diverse and unstable context." Issues in Writing, 15 (1), 56-75.
- Robinett, J. & Bekins, L. (2005). "Medical narratives in empirical frameworks." Academic Exchange Quarterly, 9 (3), 116-120.
- Bekins, L. & Williams, S. (2005). "Leaders, managers, and producers: Repositioning technical communication for the creative economy." International Professional Communications Conference Proceedings, 659-670. Piscataway, NJ: IEEE.
- Bekins, L. & Williams, S. (2006). "Positioning Technical Communication for the Creative Economy." Technical Communication 53(3), 287-295.

Refereed Article Accepted for Publication with Revisions

- Bekins, L. "Apprenticeship in science: Learning to write laboratory life." Accepted for publication with revisions, Research in the Teaching of English.

Linn Bekins

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Submitted Refereed Article in Review

Bekins, L. "What's collaboration got to do with it? Negotiating scientific discourse through interactive problem solving and rhetorical invention." Submitted, reviewed, and currently under revision, Journal of Business and Technical Communication.

Refereed Articles in Preparation

Bekins, L., Williams, S., & Smith, D. "Communicating the Cure: Shaping the Path of Pharmaceutical Messages." Submitted proposal for Special Edition of Technical Communication Quarterly on Online Health Communication.

Mathison, M. & Bekins, L. "Writing as relational activity." To be submitted to Written Communication in mid-2007. Human subjects approval completed; 12-months of qualitative data collected; presented at several conferences; draft is underway.

Bekins, L. & Ornatowski, C. "Ethics in scientific communication." To be submitted to American Medical Writer's Association Journal. Two draft cycles completed.

Ornatowski, C. & Bekins, L. "The science, technology, and rhetoric of drug development." Proposal submitted for a book chapter in Rhetoric of Science and Technology text extending research on discourse communities within science. This chapter will expand upon some of the author's earlier work on the rhetoric of community.

Conference Presentations

Bekins, L. (June, 2006). "Vocational sustainability in the creative economy: Innovating communications programs." Paper presented at the annual International Learning Conference, Montego Bay, Jamaica.

Williams, S. & Bekins, L. (July, 2005). "Leaders, managers and producers: Repositioning technical communication for the creative economy." Paper presented at the annual International Professional Communication Conference, Limrick, Ireland.

Williams, S. & Bekins, L. (March, 2005). "The "Triple Threat" as the future of technical communications." Paper presented at the annual Association for Teachers of Technical Writing, San Francisco, California.

Bekins, L. & Huckin, T. (March, 2005). "The personal statement in medical school applications: Rhetorical structuring of symbolic capital in an instable and diverse context." Paper presented at the annual Conference on College Composition and Communication, San Francisco, California.

Bekins, L. (March, 2004). "Complicating discursive values in cross-disciplinary work." Paper presented at the annual Conference on College Composition and Communication, San Antonio, Texas.

Bekins, L. & Kijak, L. (October, 2003). "Between construction and negotiation: Bringing discursive representations of self and symbolic capital together in the Personal Statement." Paper presented at the annual Western States Rhetoric and Literacy Conference, Salt Lake City, Utah.

Bekins, L. & Sauer, G. (March, 2003). "Negotiating technical collaboration: Case studies of scientific researchers." Paper presented at the annual Association for Teachers of Technical Writing, New York, New York.

Bekins, L. (March, 2003). "Project management strategies for high-performance teams." Workshop presented at the regional American Medical Writers Association conference, Asilomar, California.

Linn Bekins

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- Bekins, L. (October, 2002). "Understanding and teaching collaboration in the writing workplace." Paper presented at the annual American Medical Writers Association conference, San Diego, California.
- Mathison, M. & Bekins, L. (October, 2001). "Mediating activity, mediating disciplinarity." Paper presented at the annual Western States Rhetoric and Literacy Conference, Seattle, Washington.
- Bekins, L. (February, 2001). "Strategic effects of collaboration on scientific communication." Paper presented at American Medical Writers Association, Orange County chapter, San Diego, California.
- Bekins, L. (October, 2001). "Directing growth in scientific writing programs with community and corporate partnerships." Paper presented at the annual meeting of the Council for Programs in Technical and Scientific Communication, Pittsburgh, PA.
- Bekins, L. (April, 2000). "The manufacture of knowledge: Yours, mine, and ours." Paper presented at the annual Conference for College Composition and Communication, Minneapolis, Minnesota.
- Bekins, L. (April, 1999). "Articulating, producing, and negotiating knowledge: Examining the role of collaboration in scientific writing." Paper presented at the annual American Educational Research Association Conference, Montreal, Canada.
- Bekins, L. (December, 1998). "Inquiry into sociocultural and political relations through electronic literacy." Paper presented at the annual National Reading Conference, Austin, Texas.
- Bekins, L. (December, 1998). "Media literacy agendas: Research." Paper presented at the annual National Reading Conference, Austin, Texas.
- Bekins, L. (October, 1998). "Connecting language, literacy, and technology: How user strategies translate into complex literate acts." Paper presented at the annual Western States Composition Conference, Salt Lake City, Utah.
- Bekins, L. (December, 1997). "Intermediality in undergraduate education." Paper presented at the annual National Reading Conference, Scottsdale, Arizona.
- Bekins, L. (December, 1997). "Media literacy." Led Birds of a Feather discussion session at the annual National Reading Conference, Scottsdale, Arizona.
- Bekins, L. & Mathison, M. (March, 1997). "Text and context: Writing to disciplinary values, expectations, and definitions." Paper presented at the annual Conference for College Composition and Communication.
- Bekins, L. (December, 1996). "Text and context: Using sociocultural theory to examine the activity surrounding the use of electronic literacy." Paper presented at the annual National Reading Conference, Charleston, South Carolina.
- Bekins, L. (May, 1996). "Communicating through the internet in a technical writing course: A lesson in rhetoric and invention." Paper presented at the annual Computers and Writing Conference, Logan, Utah.
- Bekins, L. & Mathison, M. (May, 1996). "Writing technology into the disciplines." Paper presented at the annual Computers and Writing Conference, Logan, Utah.
- Bekins, L. & Mathison, M. (April, 1996). "Constructing literacy across the university." Paper presented at the annual American Education Research Association Conference, New York, New York.
- Mathison, M. & Bekins, L. (February, 1996). "Learning to really write: The case of the disciplinary centered curriculum." Paper presented at the annual Arizona State University Composition Conference, Phoenix, Arizona.

Linn Bekins

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Bekins, L. & Mathison, M. (February, 1996). "Constructing written communication in engineering." Paper presented at the annual Arizona State University Composition Conference, Phoenix, Arizona.

Bekins, L., Danaher, C., Eng, T., & Woloshyn, T. (January, 1994). "Feminisms and pedagogy: A dialogic panel." Paper presented at the University of British Columbia, Vancouver, B.C.

FUNDED RESEARCH GRANTS

University

\$4,523. College of Arts and Letters, Research, Scholarship, and Creative Activity grant (2002)
\$428. College of Arts and Letters, Microgrant (2000)

FUNDED INSTRUCTIONAL GRANTS

University

\$1,000. Instructionally Related Activities Grant (2006)
\$1,000. Instructionally Related Activities Grant (2005)
\$1,000. Instructionally Related Activities Grant (2004)
\$1,500. Service-Learning Curriculum Grant (2004)
\$1,000. Instructionally Related Activities Grant (2003)
\$1,000. Instructionally Related Activities Grant (2002)
\$5,600. Adams Humanities Minigrant (2001)
\$5,000. Scholarship of Teaching Grant (2001)
\$2,500. Service-Learning Curriculum Grant (2001)
\$841. Instructionally Related Activities Grant (2001)
\$2,300. Instructionally Related Activities Grants (1999)

SOLICITED FUNDING AWARDS

College of Arts and Letters

\$27,000. Adobe Systems, Inc. for departmental software (2003)

FUNDING PROPOSALS

\$30,000. Association for Institutional Research (declined, 2004)

SERVICE

International

2006 Reviewer, International Learning Conference
2004 Judge, American Medical Writers Association & Eli Lilly Student Scholarship
2001 – 2002 Section Coordinator, American Medical Writers Association Annual Conference
1999 – 2000 Judge, Society for Technical Communication Annual International Competition

Linn Bekins

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National

- 2004 Reviewer, *Reflections*
2004 – Present Editorial board, *WAC Clearinghouse*
1999 – 2003 Editorial board, *Academic Writing: Interdisciplinary Perspectives on Communication Across the Curriculum*
1997 – 2002 Reviewer, National Reading Conference Program Area 3 Committee
1996 – 2000 Reviewer, *Research in the Teaching of English*
1996 – 1999 Reviewer & Program Steering Committee member, Western States Composition Conference
1996 – 1997 Reviewer, AERA Division C and G Program Committee

University

- 2005 Committee Member, Instructionally-Related Activities Grant, College of Arts and Letters
2004 – Present Faculty Advisor, SDSU Entrepreneurial Management Center, QUALCOMM EMC Social Entrepreneurial Internship Program
2003 – Present Program Advisory Board, QUALCOMM Information, Communication, Technology (ICT)

Department

- 2005 – Present Member, Retention, Tenure, and Promotion Committee
2003 – Present Member, Development Committee
2003 Member, Chair Evaluation Committee
1999 – Present Director, Advanced Certificate Program in Technical and Scientific Writing
1999 – Present Chair, Technical Writing Committee
1999 – Present Member, Periodic Review Committee
1999 – Present Member, Curriculum Committee
1999 – 2003 Member, Upper Division Course Committee
1999 – 2002 Member, Cyber Committee
1999 – 2000 Member, Search Committee for Technology and Pedagogy hire

Community

- 2004 Reviewer, Pearson Longman Publishers, “Resources for Technical Communication”
2004 Reviewer, Prentice Hall Publishers, “Technical Writing, Presentation Skills, & Web Writing”
2000 – Present Volunteer course instructor, Nonprofit Management Solutions, “Persuasive writing: Messages that get results”
2001 Invited Speaker, Society for Technical Communication, San Diego chapter, “Current issues in technical communications: A review of the 2001 International STC conference”
2001 Reviewer, Oxford University Press, “Reporting Technical Information 10E”
2000 Invited Speaker, American Medical Writers Association, Orange County chapter, “Genres of the scientific writing profession”
1999 – Present Volunteer contributor, Society for Technical Communications, San Diego chapter newsletter
1999 – Present Student job placement, Certificate Program in Technical and Scientific Writing
1999 – Present Student intern placement, Certificate Program in Technical and Scientific Writing
1999 – Present Coordinator of technical and scientific writer guest speakers, Certificate Program in Technical and Scientific Writing

THESIS COMMITTEE WORK

- Chair, Rhetoric and Writing Studies. Espiau, E. “The role of the scientific writer in the decision-making process of a health insurance company”
Chair, Rhetoric and Writing Studies. Gaither, P. “Negotiating power and popularity: A rhetorical analysis of Apple’s IPOD promotional video”
Chair, Rhetoric and Writing Studies. Tomlin, R. “Regulating health products online: Implications for writers”
2nd reader, Rhetoric and Writing Studies. Kijak, L. “Scientific textbooks as a construction of knowledge: A rhetorical analysis of the lower division college biology textbooks used in Californian universities”

Linn Bekins

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- 2nd reader, Rhetoric and Writing Studies. Menchaca, D. "The rhetorical transformation of the personal computer: A discourse analysis of IBM's annual letter to shareholders"
- 2nd reader, Rhetoric and Writing Studies. Preci, S. "Community building in Baja, California: Riding the wave of action research"
- 2nd reader, Rhetoric and Writing Studies, Spicer, C. (Spring, 2005). "Invention, delivery, and ethics online: Medical marketing websites"
- 3rd reader, Biology. Dane, L. (Spring, 2005). "Bacterial diversity of cryptobiotic soil crusts: Correlation with primary production"
- 3rd reader, Ecology. Davenport, A. (Fall, 2005). "Positive indirect effects of reef fishes on kelp performance"
- 3rd reader, Ecology. Sharfi, S. (Spring, 2005). "A comparison of regional fish production between artificial and natural reefs"
- 3rd reader, Geology. Ramzi, R. (Spring, 2005). "The estimation of aquitard window size and distribution using geostatistical analysis and aquifer test simulations"
- 3rd reader, Geology. McClain, S. (Summer, 2006). "Tunnel inflow in fractured crystalline bedrock"
- 3rd reader, Biology. Wellik, M. "Population genetics of the endangered Quino checkerspot butterfly, *Euphydryas Editha Quino*"
- 3rd reader, Creative Writing. Duke, D. (Fall, 2005). "Widow"

PROFESSIONAL AFFILIATIONS

Association of Teachers of Technical Writing
College Composition and Communication
National Council of Teachers of English

International Society for Performance Improvement
Society for Technical Communication
American Medical Writers Association