

Zoltan P. Majdik

North Dakota State University
Department of Communication
Fargo, N.D. 58102
U.S.A.

EMAIL: zoltan dot majdik at ndsu dot edu
ORCID: <https://orcid.org/0000-0002-3851-4694>
OSF: <https://osf.io/5q8ya/>

Current position

2014-present Associate Professor, North Dakota State University

Past positions

2008-2014 Assistant Professor, North Dakota State University
2003-2008 Graduate Teaching/Research Assistant, University of Southern California

Areas of specialization

Computational Rhetoric • Rhetoric of Science/Complexity • Digital Humanities

Education

2008 Ph.D. in Communication, Annenberg School for Communication and Journalism, University of Southern California
DISSERTATION: The Gene is out of the Bottle: The Communication of Genetic Complexity in Direct-to-Consumer Genetics
2006 M.A. in Communication, Annenberg School for Communication and Journalism, University of Southern California
2003 B.A. in Communication and in English, University of Southern California

Publications & talks

PEER-REVIEWED JOURNAL ARTICLES

2022 Majdik, Zoltan P., & James Wynn. Building Better Machine Learning Models for Rhetorical Analyses: The Use of Rhetorical Feature Sets for Training Artificial Neural Network Models. Forthcoming, *Technical Communication Quarterly*.
2021 Graham, S. Scott, et al. "A Dashboard for Exploring Clinical Trials Sponsorship and Potential Virtual Monopolies." *JAMIA open* 4, no. 4 (2021): 00ab089
2020 Majdik, Zoltan P. "Five Considerations for Engaging With Big Data From a Rhetorical-Humanistic Perspective." *Poroi* 16, no. 1 (2021)
2020 Duchsherer, Amy, et al. "Immunized against Science: Narrative Community Building among Vaccine Refusing/Hesitant Parents." *Public Understanding of Science* 29, no. 4 (2020): 419–435. <https://doi.org/10.1177/0963662520921537>

- 2020 Graham, S. Scott, et al. "Relationships among Commercial Practices and Author Conflicts of Interest in Biomedical Publishing." *PLOS One* 15, no. 7 (2020). <https://doi.org/10.1371/journal.pone.0236166>
- 2020 Graham, S. Scott, Majdik, Zoltan P., and Clark, Dave. "Methods for Extracting Relational Data from Unstructured Texts Prior to Network Visualization in Humanities Research." *Journal of Open Humanities Data* 6, no. 8 (2020). <https://doi.org/10.5334/johd.21>
- 2020 Duchsherer, Amy, et al. "Immunized against Science: Narrative Community Building among Vaccine Refusing/Hesitant Parents." *Public Understanding of Science* 29, no. 4 (2020): 419–435. <https://doi.org/10.1177/0963662520921537>
- 2019 Majdik, Zoltan P. "A Computational Approach to Assessing Rhetorical Effectiveness: Agentic Framing of Climate Change in the Congressional Record, 1994–2016." *Technical Communication Quarterly* 28, no. 3 (2019): 207–222. <https://doi.org/10.1080/10572252.2019.1601774>
- 2012 Platt, Carrie Anne, and Zoltan P. Majdik. "The Place of Religion in Habermas's Transformed Public Sphere." *Argumentation and Advocacy* 49, no. 2 (2012): 138–141
- 2012 Majdik, Zoltan P., and Carrie Anne Platt. "Selling Certainty: Genetic Complexity and Moral Urgency in Myriad Genetics' BRAC Analysis Campaign." *Rhetoric Society Quarterly* 42, no. 2 (2012): 120–143
- 2012 Majdik, Zoltan. "Reply to Derek Ross" "Ambiguous Weighting and Nonsensical Sense". *Social Epistemology Review and Reply Collective*, 2012, 1–5
- 2011 Majdik, Zoltan P., and William M. Keith. "Expertise as Argument: Authority, Democracy, and Problem-Solving." *Argumentation* 25, no. 3 (2011): 371–384
- 2011 Majdik, Zoltan P., and William M. Keith. "The Problem of Pluralistic Expertise: A Wittgensteinian Approach to the Rhetorical Basis of Expertise." *Social Epistemology* 25, no. 3 (2011): 275–290
- 2011 Majdik, Zoltan P., Carrie Anne Platt, and Mark Meister. "Calculating the Weather: Deductive Reasoning and Disciplinary Telos in Cleveland Abbe's Rhetorical Transformation of Meteorology." *Quarterly Journal of Speech* 97, no. 1 (2011): 74–99
- 2011 Majdik, Zoltan P. "On Delimiting Rhetorical Invention in Biopolitics: A Rejoinder to Lynch." *Rhetoric & Public Affairs* 14, no. 2 (2011): 379–389
- 2009 Majdik, Zoltan P. "Judging Direct-to-Consumer Genetics: Negotiating Expertise and Agency in Public Biotechnological Practice." *Rhetoric & Public Affairs* 12, no. 4 (2009): 571–605
- 2008 Majdik, Zoltan P., John M. Kephart III, and G. Thomas Goodnight. "The Presidential Debates of 2004: Contested Moments in the Democratic Experiment." *Controversia* 6, no. 1 (2008)

PEER-REVIEWED CHAPTERS, ENCYCLOPEDIA ENTRIES, & PROCEEDINGS

- 2019 Majdik, Zoltan P. "When Expertises Clash: (Topic) Modeling Stasis about Complex Issues across Large Discursive Corpora." *The Routledge Handbook of Language and Science*, 2019
- 2014 Majdik, Zoltan P. "Biological Citizenship." In *Encyclopedia of Health Communication*, 105–106. Thousand Oaks, CA: Sage, 2014
- 2009 Majdik, Zoltan P. "Between Morality and Ethics: Risk and Argument in Direct-to-Consumer Genetics." In *Concerning Argument: Selected Papers from the 15th Biennial Conference on Argumentation*, edited by Scott Jacobs and Marc Zarefsky, 495–505. Washington, DC: National Communication Association, 2009
- 2006 Majdik, Zoltan P. "Quo Vadis, Political Debate? Truth-telling through Comedy in Jon Stewart's Crossfire Appearance." In *Engaging Argument: Proceedings of the NCA/AFA Conference on Argumentation*, edited by Patricia Riley and Marc Zarefsky, 394–401. Washington, DC: National Communication Association, 2006

OTHER ACADEMIC PUBLICATION GENRES

- 2016 Majdik, Zoltan. "Expertise as Practice: A Response to DeVasto." *Social Epistemology Review and Reply Collective* 5, no. 11 (2016): 1–6

- 2016 Majdik, Zoltan P. "On Rhetoric between Science and Society [Lead Review Essay]." *Rhetoric & Public Affairs* 19, no. 1 (2016): 91–108
- 2005 Majdik, Zoltan P. "Power without Persuasion: The Politics of Direct Presidential Action [Book Review]." *Rhetoric & Public Affairs* 8, no. 3 (2005): 532–534

PRESENTATIONS

- 2022 Majdik, Zoltan P. "Global health, on the ground: Using everyday talk to identify the rhetorical antecedents of global health crisis." Paper presented at the ARSTM@RSA Pre-Conference, Baltimore, MD, 2022. COMPETITIVE PAPER
- 2021 Majdik, Zoltan P. "Metaphor progression in public discourses about COVID-19." Paper presented at the Annual Meeting of the National Communication Association, Seattle, WA, 2021.
- 2020 Majdik, Zoltan P., and James Wynn. "Machine/deep learning of complex rhetorical structures in scientific discourses: Is it doable?" Paper presented (virtually) at the Annual Meeting of the National Communication Association, Baltimore, MD, 2020. COMPETITIVE PAPER
- 2019 Majdik, Zoltan P. "Computational Approaches to Rhetoric: What are they Good for?" Paper presented at the Annual Meeting of the National Communication Association, Baltimore, MD, 2019. COMPETITIVE PAPER
- 2019 Graham, Scott S., Dave Clark, and Zoltan P. Majdik. "Transparency to Visibility (T2V): Digital Resistance and the Medical-Industrial Complex." Paper presented at Digital Frontiers, Austin, TX, 2019. NON-PRESENTING AUTHOR
- 2019 Majdik, Zoltan P. "Computing the Grotesque." Paper presented at the European Society for Rhetoric's *Rhetoric in Society* 7 Conference, Gent, Belgium, 2019. COMPETITIVE PAPER
- 2019 Majdik, Zoltan P. "Replication in the Humanities. (More Why than How.)" Presented at the Annual Meeting of the Central States Communication Association, Omaha, NE, 2019. PANEL SUBMISSION: "REPLICATION: A DIALOGUE ABOUT A NECESSARY PRACTICE IN COMMUNICATION RESEARCH"
- 2017 Majdik, Zoltan P. "Summary Remarks: On Trust in Science." Presented at the Annual ARSTM NCA Preconference, Dallas, TX, 2017.
- 2015 Majdik, Zoltan P. "Rhetorical Dynamics of Framing Agency and Choice in Climate Change Policy Discourse." Paper presented at the Annual Meeting of the National Communication Association, Las Vegas, NV, 2015. COMPETITIVE PANEL
- 2015 Majdik, Zoltan P. "Distributed Agency and Disembedded Expertise in an Age of Applied Genetics." Paper presented at the Annual ARSTM NCA Preconference, Las Vegas, NV, 2015. COMPETITIVE PAPER
- 2014 Majdik, Zoltan P. "How to Make Rhetorical Analyses Salient to Practicing Scientists: A Few Suggestions." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2014. PANEL SUBMISSION: "WHO GETS TO SHOW UP AND WHAT SHOULD HAPPEN WHEN THEY GET THERE? RHETORICAL ASSESSMENTS OF NORMATIVE MODELS IN STEM-POLICY DELIBERATION"
- 2013 Platt, Carrie Anne, and Zoltan P. Majdik. "Digital Voices in an Age of Artificial Intelligence: IBM's Watson and the Disturbance of Traditional Apodictic/Phronetic Sources of Argument." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2013. COMPETITIVE PAPER
- 2011 Majdik, Zoltan P., and Carrie Anne Platt. "Fight or Flight: X-Ray Backscatter Scanning and the Question of Expertise." Paper presented at the Annual ARSTM NCA Preconference, New Orleans, LA, 2011. COMPETITIVE PAPER
- 2011 Majdik, Zoltan P., and Don Waisanen. "The Challenge of Institutional Incoherence to the Idea of Reasoned Argument: Argumentation as and in Institutional Contexts." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2011. COMPETITIVE PAPER
- 2010 Majdik, Zoltan P., and Carrie Anne Platt. "Rhizomic Rhetoric in the Key of Aristotle and Vico: Moral Argument in the Institutional Domains of Science and Technology." Paper presented at the

- Annual Meeting of the National Communication Association, San Francisco, CA, 2010. PANEL SUBMISSION: "BREAKING BRIDGES AND BUILDING NETWORKS: EXPLORATIONS OF RHETORICAL AGENCY IN CHAOTIC TEXTUAL ECOLOGIES"
- 2010 Majdik, Zoltan P., and Carrie Anne Platt. "Selling Certainty: Genetic Complexity, Moral Urgency, and the Gendered Body in Myriad Genetics' BRACAnalysis Campaign." Paper presented at the Annual Meeting of the National Communication Association, San Francisco, CA, 2010. COMPETITIVE PAPER
- 2010 Majdik, Zoltan P. "'Broken Heart' Models and Gaussian Copulas: Implications of Vico's View of Mathematics for Rhetorical Criticism." Paper presented at the Biennial Meeting of the Rhetoric Society of America, Minneapolis, MN, 2010. COMPETITIVE PAPER
- 2010 Platt, Carrie Anne, Zoltan P. Majdik, and Mark Meister. "Spending for a Rainy Day: Latent Polysemy and the Rhetoric of Consumerism in Contemporary Weathercasting." Paper presented at the biennial meeting of the Rhetoric Society of America, Minneapolis, MN, 2010. COMPETITIVE PAPER
- 2009 Majdik, Zoltan P. "Looking for Legitimacy: Deficiencies of Justification in Direct-to-Consumer Genetics." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2009. COMPETITIVE PAPER
- 2009 Majdik, Zoltan P. "The Myriad Problem(s) of Genetic Biotechnology: Problematizing 'Expertise' in Commercial Genetic Biotechnology." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2009. COMPETITIVE PAPER
- 2008 Majdik, Zoltan P. "Shaking the Genetic Foundation: Translating Complex Genetic Science into Everyday Biotechnological Practice." Paper presented at the Annual Meeting of the National Communication Association, San Diego, CA, 2008. COMPETITIVE PAPER
- 2007 Majdik, Zoltan P. "Fortuna's Threat: Machiavellian virtù vs. the Recalcitrance of an External Reality." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2007. COMPETITIVE PAPER
- 2007 Majdik, Zoltan P. "Between Morality and Ethics: Argument in Direct-to-Consumer Genetics." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta, UT, 2007. COMPETITIVE PAPER
- 2007 Goodnight, G. Thomas, Zoltan P. Majdik, and John M. Kephart III. "Presidential Debates as Public Argument." Paper presented at the NCA/AFA Conference on Argumentation, Alta, UT, 2007. COMPETITIVE PAPER
- 2006 Majdik, Zoltan P. "Mystification v. Mystery: Burke's Poetic Rationalization as a Rhetorical Mode of Ethical Action." Paper presented at the Annual Meeting of the National Communication Association, San Antonio, TX, 2006. COMPETITIVE PAPER
- 2006 Majdik, Zoltan P. "From Abstraction to Application: On the Deliberate Controlling of Controversy in the Human Genome Project." Paper presented at the Annual Meeting of the National Communication Association, San Antonio, TX, 2006.
- 2006 Majdik, Zoltan P. "The Virtue of Argument: Discourse Ethics as an Axiological Foundation of Informed Consent for Genetic Services." Paper presented at the Quadrennial Meeting of the International Society for the Study of Argumentation, Amsterdam, 2006. COMPETITIVE PAPER
- 2005 Majdik, Zoltan P. "To Live or Let Die: A Narrative Ethics Approach to Decision-Making in the Terri Schiavo Case." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. COMPETITIVE PAPER - TOP STUDENT PANEL SELECTION IN ETHICS
- 2005 Majdik, Zoltan P. "Some Serious Fun: Truth-Telling and Comedy in Jon Stewart's 'Crossfire' Appearance." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. COMPETITIVE PAPER
- 2005 Majdik, Zoltan P. "Powerful Publics: Public Discourse and Direct Democracy in Switzerland's 'Yes to Europe!' Referendum." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. COMPETITIVE PAPER
- 2005 Majdik, Zoltan P. "Quo Vadis, Political Debate? Truth-Telling Through Comedy In Jon Stewart's Crossfire Appearance." Paper presented at the biennial NCA/AFA Conference on Argumentation,

Alta, UT, 2005. COMPETITIVE PAPER

2004 Majdik, Zoltan P. "Cross-Cultural Comparison of Speech Communication Studies in Europe and the United States." Paper presented at the Preconference on the History of Speech Communication at the Annual Meeting of the National Communication Association, Chicago, IL, 2004.

INVITED TALKS

2019 Guest lecture, NDSU BIOL 491
TITLE: "Communicating Science"

2019 NDSU College of Arts, Humanities, and Social Sciences Research Conversations
TITLE: Poster presentation of current research

2019 Panel presentation, NDSU Graduate Student Council event
TITLE: "Networking: How to Build Professional Connections"

2011 Colloquium presentation, NDSU Communication colloquium series

2009, 2010 Guest lecture, NDSU POLS 115 (American Government)
TITLE: "Arguing and Argument in Politics"

Grants

2022 Co-PI, with Shuning Lu
SICSS (core sponsors: Alfred P. Sloan Foundation, Russell Sage Foundation, Facebook, and SSRC (Social Science Research Council))
Summer Institute in Computational Social Science – NDSU
Amount awarded: \$10,700

2020-2024 Principal investigator (NDSU), with S. Scott Graham (Contact MPI, UT-Austin), Justin F. Rousseau (MPI, UT-Austin), & Joshua Barbour (MPI, UT-Austin)
National Institute of General Medical Sciences/National Institutes of Health (NIH PAR19-007)
A Network Science Approach to Conflicts of Interest: Metrics, Policies, and Communication Design
Award No. R01 GM141476
Amount awarded: \$832,304

2020-2022 Senior personnel
National Science Foundation (NSF EPSCoR Research Infrastructure)
NDSU EPSCoR Track-1 (ND-ACES) | Award No. 1946202
Lead, ND-ACES (PROSPER)
Communication & Dissemination Group
Amount awarded: \$20,000,000

2018-2019 Consultant, Transparency to Visibility (T2V): Network Visualization in Humanities Research
Primary grant responsibility: build computational framework for automated relationship extraction from unstructured text data

2016-2019 Senior personnel, NDSU EPSCoR Track-1 (INSPIRE-ND)
Lead, CSMS
Communication & Dissemination Group
Amount awarded: \$20,000,000

GRANT APPLICATIONS NOT FUNDED

2019 Co-PI (NDSU PI), with S. Scott Graham (PI, UT-Austin) and Dave Clark (co-PI, University of Wisconsin, Milwaukee)
National Endowment for the Humanities (NEH)

Text to Visualization (T2V): Network Modeling with Humanities Data

Amount requested: \$323,184

2013

PI, "The Problem of Citizen Decision-Making In and About Politics"

NEH grant proposal, selected by NDSU as one of two proposals to be submitted to the NEH Summer Stipend competition. [Not funded.]

Teaching

UNDERGRADUATE COURSES:

- Rhetoric (various foci)
- Persuasion
- Data Visualization Across Communication Industries
- Communication Ethics & Law
- Argumentation & Advocacy
- Rhetoric of Ideas, Ideology, & Propaganda
- Communication Criticism

GRADUATE COURSES:

- Rhetoric (various foci)
- Communication Theory

Graduate advising

As ADVISOR:

i/p

Ian Berry

i/p

Melissa Bartels

i/p

Ezzat Haider

i/p

Halah Jost-Mahunik

2020

Malcolm Jason, Ph.D.

2018

Lora Meredith, M.A.

THESIS: Pentadic Analysis of a Wyoming TV Show: The Rhetoric of Scene and Agency and Its Impact on Native American Communities.

2016

Benjamin Walton, M.A.

2016

Gunther-Michael Jaehnl, M.A.

2014

Keith Bistodeau, M.A.

THESIS: A Historical Perspective Framed Content Analysis Investigation of Persuasive Shifts Present in Interstate Oratorical Association Final Round Speeches.

2013

Jaishikha Nautiyal, M.A.

THESIS: Rhetorical Agency in the Baghavad Gita

2012

Ramya Chandrasekaran, M.A.

THESIS: The Hindutva Movement: A Burkean Analysis of Violence as Retributive Justice

2009

David Chaganava, M.A.

THESIS: Communication Technology and the Changing Face of Rhetorical Persuasion in Emerging Democratic Systems: The Case of Georgia.

As COMMITTEE MEMBER:

Note: may be incomplete

i/p	Peter Lindmark
i/p	Wangari Githua
i/p	Erik Gustafson
2019	Curtis Sullivan, Ph.D.
2019	Robert Becker, Ph.D.
2017	Joshua Parcha, Ph.D.
2017	Bryce Tellmann, M.A.
2015	Megan Even, M.A. (English)
2014	Michael Jones, M.A.
2013	Marney Mathiasen, M.A.
2013	Kay Beckerman, M.A.
2013	Jessica Rick, M.S.
2013	Michelle Kramlich, M.S.
2012	Matthew Attansay, Ph.D.
2011	Shelly Stowman, Ph.D.
2010	Najla Ghazi Amundson, Ph.D.
2009	Jennifer Reiersen, Ph.D.

Administrative responsibilities

2022-present	Basic Course Director, NDSU Department of Communication
2017-present	Director of Graduate Studies, NDSU Department of Communication

Service to the university

NORTH DAKOTA STATE UNIVERSITY

2021-present	Graduate Council
2018-present	Institutional Review Board, vice chair
2017	Provost Ad-Hoc Committee on Academic Misconduct, member
2016	Special Grievance Committee, chair
2014-present	Institutional Review Board, member
2013-2014	Institutional Review Board, alternate
2013-2014	Diversity Committee, member
2011, 2012	NDSU Graduate Methods Conference, co-organizer

NDSU COLLEGE OF ARTS, HUMANITIES, AND SOCIAL SCIENCES

2019-2022	Promotion and Tenure Committee, member
2016-2017	Budget Advisory Group, member
2015-2016	Promotion and Tenure Committee, member
2014	Search Committee (Director for International Studies), member
2012-2013	Curriculum Committee, member

NDSU DEPARTMENT OF COMMUNICATION

2022	Search Committee, member
2017-2018	Promotion and Tenure Committee, member
2016-2017	Promotion and Tenure Committee, chair
2012-present	Graduate Committee, member and chair (since 2017)

2015 Search Committee (tenure-line), chair
 2014-present Curriculum Committee, member
 2013-2014 Scholarship and Awards Committee
 2011-2012 Curriculum Committee, chair
 2011-2012 Search Committee (tenure-line), member
 2010-2011 Assessment Committee, co-chair
 2010-2011 DCE Committee, member
 2009-2016 Lambda Pi Eta Communication Honors Society, advisor
 2009-2010 Graduate Committee, member
 2009-2010 Scholarship and Awards Committee, member
 2008-2009 Search Committee (tenure-line), member

Service to the profession

EDITORIAL WORK

2016-2017 Editorial board member, *CSTAND*
 2012-2013 Editorial consultant, *Communication Studies*
 est. 2007 Editorial graduate assistant, *Argumentation & Advocacy*

REVIEWING, AD HOC

Argumentation & Advocacy
 Behavior Research Methods
 Communication Studies
 Communication Theory
 CSTAND
 European Journal of Cultural and Political Sociology
 Informal Logic
 National Science Foundation (STS program)
 Social Epistemology
 Rhetoric & Public Affairs
 Rhetoric of Health & Medicine
 Rhetoric Society Quarterly
 Technical Communication Quarterly
 World Medical & Health Policy
 Written Communication

REVIEWING, CONFERENCES

NCA, Association for the Rhetoric of Science, Technology, and Medicine (ARSTM)
 ARSTM, Preconferences at NCA, RSA

OTHER

2020-2022 NCA Doctoral Education Committee
 2018 President, Association for the Rhetoric of Science, Technology, & Medicine (ARSTM)