
Dr. Sam Dragga, Professor Emeritus, Texas Tech University

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RESEARCH:

Books:

- Essentials of Technical Communication*, 5th ed. New York: Oxford University Press, 2021 [co-authored with Dr. Elizabeth Tebeaux, Texas A&M University].
- Essentials of Technical Communication*, 4th ed. New York: Oxford University Press, 2018 [co-authored with Dr. Elizabeth Tebeaux, Texas A&M University].
- Essentials of Technical Communication*, 3rd ed. New York: Oxford University Press, 2015 [co-authored with Dr. Elizabeth Tebeaux, Texas A&M University].
- Essentials of Technical Communication*, 2nd ed. New York: Oxford University Press, 2012 [co-authored with Dr. Elizabeth Tebeaux, Texas A&M University].
- Essentials of Technical Communication*. New York: Oxford University Press, 2010 [co-authored with Dr. Elizabeth Tebeaux, Texas A&M University].
- A Writer's Repertoire 1: Rhetoric and Writing*. Singapore: Cengage Learning, 2010 [co-authored with Dr. Gwendolyn Gong, Chinese University of Hong Kong].
- A Writer's Repertoire 2: Aims and Purpose*. Singapore: Cengage Learning, 2010 [co-authored with Dr. Gwendolyn Gong, Chinese University of Hong Kong].
- A Writer's Repertoire 3: Nuts and Bolts*. Singapore: Cengage Learning, 2010 [co-authored with Dr. Gwendolyn Gong, Chinese University of Hong Kong].
- Reporting Technical Information*, 11th ed. New York: Oxford University Press, 2006 [co-authored with Dr. Elizabeth Tebeaux, Texas A&M University].
- Reporting Technical Information*, 10th ed. New York: Oxford University Press, 2002 [co-authored with Dr. Thomas E. Pearsall, Emeritus, University of Minnesota, and Dr. Elizabeth Tebeaux, Texas A&M University].
- A Reader's Repertoire*. New York: HarperCollins, 1996 [co-edited with Dr. Gwendolyn Gong, Chinese University of Hong Kong].
- A Writer's Repertoire*. New York: HarperCollins, 1995 [co-authored with Dr. Gwendolyn Gong, Texas A&M University].
- Technical Writing: Student Samples and Teacher Responses*. St. Paul: Association of Teachers of Technical Writing, 1992 [editor].
- Editing: The Design of Rhetoric*. Amityville: Baywood Publishing, 1989 [co-authored with Dr. Gwendolyn Gong, Texas A&M University].

Selected Articles:

- "Extralocating Faculty in Technical Communication," *Technical Communication Quarterly*, 27.2 (2017): 201-208.
- "Research Ethics is a Tricycle, not a Unicycle," *Intercom*, 64.10 (2017): 17-21 [co-authored with Dan Voss, Lockheed Martin Corporation]; reprinted in *AMWA Journal* (American Medical Writers Association), 35.4 (2020): 172-176.

- “Five Quick Lessons in Ethics for Technical Communicators,” *Intercom*, 62.5 (2015): 6-9.
- “Dangerous Neighbors: Erasive Rhetoric and Communities at Risk.” *Technical Communication*, 61.2 (2014): 76-94 [co-authored with Dr. Gwendolyn Gong, Chinese University of Hong Kong].
- “Cooperation or Compliance: Building Dialogic Codes of Conduct.” *Technical Communication*, 58.1 (2011): 4-18.
- “The Ethical Role of the Technical Communicator in Assessment, Dialogue, and the Centrality of Humanity.” *Assessment in Technical and Professional Communication*. Ed. Margaret N. Hundleby and Jo Allen. Amityville: Baywood, 2010. 225-228.
- “SARS versus Atypical Pneumonia: Inconsistencies in Hong Kong’s Public Health Warnings and Disease-Prevention Campaign.” *The Social Construction of SARS: Studies of a Health Communication Crisis*. Ed. John H. Powers and Xiao Xiaosui. Amsterdam: John Benjamins, 2008. 53-68 [co-authored with Dr. Gwendolyn Gong, Chinese University of Hong Kong].
- “Hiding Humanity: Verbal and Visual Ethics in Accident Reports.” *Technical Communication*, 50 (2003): 61-82 [co-authored with Dan Voss, Lockheed Martin Corporation].
- “Cruel Pies: The Inhumanity of Technical Illustrations.” *Technical Communication*, 48 (2001): 265-274 [co-authored with Dan Voss, Lockheed Martin Corporation].
- “Ethical Intercultural Technical Communication: Looking through the Lens of Confucian Ethics.” *Technical Communication Quarterly*, 8 (1999): 365-381. Reprinted in *Intercultural Communication: A Reader*, 11th ed., edited by Larry A. Samovar, Richard E. Porter, and Edwin R. McDaniel, Belmont: Thomson Wadsworth, 2006, pp. 420-430.
- “China is Hungry: Technical Communication in the People’s Republic of China.” *Technical Communication*, 46 (1999): 36-41 [co-authored with Patricia Tegtmeier, Sylvia Thompson, Ron Smith, and Deb L. Scroggs].
- “A Question of Ethics: Lessons from Technical Communicators on the Job.” *Technical Communication Quarterly*, 6.2 (1997): 161-178.
- “Is This Ethical? A Survey of Opinion on Principles and Practices of Document Design.” *Technical Communication*, 43 (1996): 255-265.
- “Women and the Profession of Technical Writing: Social and Economic Influences and Implications.” *Journal of Business and Technical Communication* 7 (1993): 312-321.
- “Evaluating Pictorial Illustrations.” *Technical Communication Quarterly*, 1.2 (1992): 47-62.
- “Responding to Technical Writing.” *The Technical Writing Teacher*, 38.3 (1991): 202-221.
- “Computer-Based Instruction and the Humanizing Impulse.” *Technical Communication*, 36.1 (1989): 13-18 [co-authored with Dr. Gina Burchard, Electronic Data Systems Corporation].
- “The Effects of Praiseworthy Grading on Students and Teachers.” *Journal of Teaching Writing*, 7 (1988): 41-50.
- “Praiseworthy Grading.” *Journal of Teaching Writing*, 4 (1985): 264-268.

Journal Issues:

- Technical Communication Quarterly*, Special Issue on Positioning Programs in Professional and Technical Communication, 19.3 (2010) [guest editor].
- Technical Communication Quarterly*, Special Issue on Ethics in Technical Communication, 10.3 (2001) [guest editor].

Selected Presentations:

- “Navigating Research Ethics as a Researcher, Editor, Reviewer, and Reader,” Society for Technical Communication, May 2020, Online

- “The Challenges and Opportunities of Teaching Technical Communication Online,” Taiyuan University of Technology, July 2018, Taiyuan, China.
- “Mapping Ethics: A Review of Theories for Intercultural Communicators” Taiyuan University of Technology, June 2018, Taiyuan, China.
- “Ethics and Illustrations,” Southeast University, September 2017, Nanjing, China
- “Morality, Values, and Robotics: Intersecting Theories of Intercultural Communication,” Conference on College Composition and Communication, April 2016, Houston
- “Extralocating Faculty in Technical Communication,” Council for Programs in Technical and Scientific Communication, October 2015, Logan
- “Dangerous Neighbors: Metaphor, Self-Deception, and Communities at Risk,” Conference on College Composition and Communication, March 2015, Tampa
- “Erasive Rhetoric and Communities at Risk,” Texas A&M University at Qatar, March 2014, Doha, Qatar
- “Dangerous Neighbors: The Public Impact of Erasive Rhetoric,” Conference on College Composition and Communication, March 2013, Las Vegas
- “Dangerous Neighbors: Disaster, Dissolution, and the Rhetoric of Risk,” Conference on College Composition and Communication, March 2012, St. Louis
- “The Trivial Depiction of Safety Standards: Lessons for Technical Communicators,” Conference on College Composition and Communication, April 2011, Atlanta
- “Filtering Information, Making Knowledge,” Nanjing Forestry University, May 2010, Nanjing, China
- “Creating Dialogic Codes of Conduct: A Vital Job for Technical Communicators,” Conference on College Composition and Communication, March 2010, Louisville
- “Picturing Ethics: Illustrations in Corporate Codes of Conduct,” International Professional Communication Conference, July 2008, Montreal
- “Online Ph.D. Programs in Technical Communication and Rhetoric: Examining the New Nature of Higher Education in the Information Economy,” International Professional Communication Conference, July 2008, Montreal
- “Rebuild, Renew, Reimagine: Positioning Programs in Professional and Technical Communication for the 21st Century,” Association of Teachers of Technical Writing, March 2007, New York
- “Dislocating Technical Communication Programs,” Council for Programs in Technical and Scientific Communication, October 2006, San Francisco
- “Technical Communicators as Arbitrators of Civic Discourse,” Society for Technical Communication, May 2006, Las Vegas
- “The Rhetoric of SARS: Ethical Implications of Hong Kong's Public Health Campaign,” Conference on College Composition and Communication, March 2004, San Antonio
- “Hiding Humanity: Verbal and Visual Ethics in Accident Reports,” Society for Technical Communication, May 2003, Dallas
- “Invisible Victims: The Peculiar Ethics of Accident Reports,” Conference on College Composition and Communication, March 2002, Chicago
- “Cruel Pies: The Inhumanity of Technical Illustrations,” Conference on College Composition and Communication, April 2000, Minneapolis
- “Educators as Entrepreneurs: Transcending Technological and Theoretical Barriers in Russia,” Society for Technical Communication, May 1999, Cincinnati
- “Twist, Tango, and Tarantella: Technical Communication and the Dance of Cultures,” Modern Language Association, December 1998, San Francisco
- “Cultivating Character: Chinese Ethics in Technical Communication,” Society for Technical Communication, May 1998, Anaheim

- “Theoretical and Technological Barriers to International Communication,” Council for Programs in Technical and Scientific Communication, October 1997, Austin
- “Working Ethics: Lessons from Technical Communicators,” Conference on College Composition and Communication, March 1997, Phoenix
- “A Question of Ethics: Interviews with Technical Communicators,” Modern Language Association, December 1996, Washington, DC
- “The Ethics of Document Design: Principles and Practices,” Conference on College Composition and Communication, March 1995, Washington, DC
- “Enfranchising Students and Teachers in Textbook Development: Class Testing as Collaboration,” Conference on College Composition and Communication, March 1994, Nashville
- “A Linguistic Analysis of Teachers’ Commentary on Technical Writing,” Modern Language Association, December 1991, San Francisco
- “The Evaluation of Technical Writing,” Conference on College Composition and Communication, March 1990, Chicago

Funded Research:

- Big XII Faculty Fellowship to Department of English, Iowa State University, 1997
- “The Ethics of Document Design,” Research Grant, Society for Technical Communication, 1993-94
- “Preparing Your Students for Careers in Technical Communication,” Merit Grant, Society for Technical Communication, 1991-92
- “Responding to Technical Writing: A Study of the Commenting Practices of Technical Writing Teachers and Technical Editors and Supervisors,” College of Arts and Sciences, Texas Tech University, 1989-90

Research Awards:

- National Council of Teachers of English Award for Excellence in Technical and Scientific Communication, Best Book of 1989, *Editing: The Design of Rhetoric*
- Association of Teachers of Technical Writing, Award for Best Article of 1991, “Responding to Technical Writing”
- Conference on College Composition and Communication, Best Article of 2014 Reporting Historical Research or Textual Studies in Technical or Scientific Communication, “Dangerous Neighbors: Erasive Rhetoric and Communities at Risk”
- Fulbright Specialist Program, U.S. Department of State, 2018-2021

TEACHING:

Experience:

- Texas Tech University, Professor (1996-2016); Associate Professor (1989-96)
- ENGL 5390 Writing for Publication
 - ENGL 5385 Ethics in Technical Communication
 - ENGL 5381 Global Technical Communication
 - ENGL 5377 Theoretical Approaches to Technical Communication
 - ENGL 5375 Document Design
 - ENGL 5374 Technical Editing
 - ENGL 5371 Foundations of Technical Communication

ENGL 5366 Teaching Technical and Professional Writing
 ENGL 5360 Teaching of College Composition
 ENGL 4367 Developing Instructional Materials
 ENGL 4366 Technical and Professional Editing
 ENGL 4365 Special Topics in Technical Communication
 ENGL 3368 Web Design
 ENGL 3366 Style in Technical Writing
 ENGL 3365 Professional Report Writing

Texas A&M University, Assistant Professor (1983-89)

ENGL 697 Seminar in Teaching English Composition
 ENGL 660 Technical Writing for Publication
 ENGL 620 Business Communication
 ENGL 610 History of the English Language
 ENGL 410 History of the English Language
 ENGL 365 The Bible as Literature
 ENGL 320 Technical Editing
 ENGL 301 Technical Writing
 ENGL 221 World Literature
 ENGL 210 Argumentation and Composition
 ENGL 203 Introduction to Literature
 ENGL 104 Rhetoric and Composition

Teaching Awards:

President's Excellence in Teaching Award, Texas Tech University, 2000

Jay R. Gould Award for Excellence in Teaching Technical Communication, Society for Technical Communication, 2005

SERVICE:

Profession:

Editor-in-Chief, *Technical Communication*, 2015-2020, Society for Technical Communication

Association of Teachers of Technical Writing, Executive Committee, Member-at-Large, 1992-95;
 Vice President, 1995-97; President, 1997-1999; Past President, 1999-2003

Chair, ATTW 25th Anniversary Meeting and 1st Annual Conference, April 1998, Chicago

Manager, ATTW-L (e-mail list), Association of Teachers of Technical Writing, 1995-2011

Editor, <http://www.attw.org>, Association of Teachers of Technical Writing, 1999-2004

Editor, <http://english.ttu.edu/attw>, Association of Teachers of Technical Writing, 1995-1997

Co-Editor, *ATTW Bulletin*, Association of Teachers of Technical Writing, 1993-96

National Council of Teachers of English, Committee on Scientific and Technical Communication,
 1993-1999

Coordinator, NCTE Awards for Excellence in Technical and Scientific Communication, 1996

University:

Core Curriculum Committee, Communication Chair, 2008-2012
 Southern Association of Colleges and Schools, Accreditation Core Curriculum Task Force,
 Communication Chair, 2007-2008
 University Library Committee, 2007-2012
 Research Committee, 2007-2008
 Distance Learning Intellectual Property Committee, 2001
 Faculty Senate, 1991-94
 Undergraduate Study Committee, Southern Association of Colleges and Schools Institutional Self-
 Study, 1992-93

Department:

Chair, 2002-2012
 Associate Chair, 1997-2002
 Chair, Ad Hoc Undergraduate Curriculum Committee, 1992-93, 2000-2001
 Chair, Search Committee, 1996-97
 Technical Communication Committee, 1989-
 Recruitment Committee, 1993-95, 1997-1999, 2000-2002
 Merit Committee, 1995-1997
 Tenure and Promotion Committee, 1995-1997
 Faculty Advisor, Society for Technical Communication, 1989-93
 Composition and Rhetoric Committee, 1990-92, 2001-2003

Professional Organizations:

Association of Teachers of Technical Writing
 Conference on College Composition and Communication
 Modern Language Association
 National Council of Teachers of English
 Society for Technical Communication

Professional Consulting:

Series Editor, Allyn & Bacon Technical Communication Series
 Libby Allison and Miriam F. Williams, *Writing for the Government: Communicating in Cultural
 Contexts*, 2008
 Thomas Barker, *Writing Software Documentation*, 2003 (2nd ed.), 1998.
 Carol Barnum, *Usability Testing and Research*, 2002.
 Deborah Bosley, *Global Documentation: Case Studies in International Technical
 Communication*, 2001.
 Melody Bowdon and J. Blake Scott, *Service Learning in Technical and Professional Writing*,
 2003.
 Stan Dicks, *Management Principles and Practices for Technical Communicators*, 2004.
 Paul Dombrowski, *Ethics in Technical Communication*, 2000.
 David Farkas and Jean Farkas, *Principles of Website Design*, 2002.
 Laura Gurak, *Oral Presentations for Technical Communication*, 2000.

Sandra Harner and Tom Zimmerman, *Technical Marketing Communications*, 2002.
 Barbara Heifferon, *Writing in the Health Professions*, 2005.
 TyAnna K. Herrington, *A Legal Primer for the Digital Age*, 2003.
 Richard Johnson, *Writing Proposals*, 2008 (2nd ed.), 2002.
 Daniel Jones, *Technical Writing Style*, 1998.
 Charles Kostelnick and David D. Roberts, *Designing Visual Language: Strategies for Professional Communicators*, 2011 (2nd ed.), 1998.
 Victoria Mikelonis et al., *Grant Seeking in an Electronic Age*, 2004.
 Ann Penrose and Steven Katz, *Writing in the Sciences*, 2010 (3rd ed.), 2004 (2nd ed.).
 Carolyn Rude and Angela Eaton, *Technical Editing*, 2011 (5th ed.), 2006 (4th ed.), 2002 (3rd ed.), 1998 (2nd ed.).
 Gerald Savage and Dale Sullivan, *Writing a Professional Life*, 2001.

Reviewer, *Journal of Business and Technical Communication*, *Programmatic Perspectives*, *Technical Communication*, *Technical Communication Quarterly*

Reviewer of candidates for tenure and/or promotion at Carnegie Mellon University, Clarkson University, Clemson University, Georgia State University, Illinois State University, Iowa State University, Kansas State University, Missouri Western State University, New Mexico State University, North Carolina State University, Old Dominion University, Purdue University, San Francisco State University, Texas State University, University of Central Florida, University of Memphis, University of Minnesota, University of Nevada at Las Vegas, University of Nebraska at Omaha, University of New Mexico, University of North Carolina at Charlotte, University of North Texas, University of South Florida, University of Washington, Virginia Polytechnic Institute and State University, Washington State University

Delegation Leader, People to People International, Technical Communication Delegation to Russia and the Czech Republic, March 1998

Delegation Leader, People to People International, Technical Communication Delegation to the People's Republic of China, May 1997

Service Award:

Fellow, Association of Teachers of Technical Writing, 2001

EDUCATION:

Ph.D., English, Ohio University, 1982

M.A., English, Ohio University, 1976

B.A., English, University of Dayton, 1972