

1. EDUCATION:

<u>Degree</u>	<u>Institution</u>	<u>Field</u>	<u>Dates</u>
Ph.D.	The University of Iowa	Communication Studies Rhetoric	2000
Doctoral Cert.	The University of Iowa	Rhetorics of Inquiry	2000
M.A.	Temple University	Rhetoric and Communications	1995
B.A.	University of Pittsburgh at Johnstown	Communications	1990

2. FULL-TIME ACADEMIC EXPERIENCE:

<u>Institution</u>	<u>Rank</u>	<u>Field</u>	<u>Dates</u>
Baruch College	Associate Professor	Public Affairs	01/09-present
Baruch College	Assistant Professor	Public Affairs	09/03-12/08
University of North Carolina at Charlotte	Assistant Professor	Communication	08/01-05/03
Temple Univ.	Visiting Asst. Professor	Communication	08/98-05/01

3. PART-TIME ACADEMIC EXPERIENCE:

<u>Institution</u>	<u>Rank</u>	<u>Field</u>	<u>Dates</u>
Univ. of Iowa	Graduate Instructor/ Speaking Laboratory Instructor	Communication	08/94-05/98
Temple Univ.	Graduate Instructor	Communication	08/92-05/94
University of Pittsburgh	Undergraduate Instructor	Communication	08/88-10/88

4. NON ACADEMIC EXPERIENCE:

Home Health Care Worker, NAMS Center, Pittsburgh, PA: 1990-1992.

5. EMPLOYMENT RECORD AT BARUCH:

<u>Rank</u>	<u>Dates</u>
Associate Professor	01/09-present
Assistant Professor	9/03-12/08

6. PUBLICATIONS IN FIELD OF EXPERTISE:

A. Papers in Professional Journals:

(1) Articles:

David C. Hoffman. "Murder in Sophistopolis: Paradox and *Eikos* in the *First Tetralogy*." *Argumentation and Advocacy* 45 (2008): 1-20. (Actual publication date: Fall 2009).

David C. Hoffman. "Concerning *Eikos*: Social Expectation and Verisimilitude in Early Attic Rhetoric." *Rhetorica* 26.1 (2008): 1-29.

David C. Hoffman. "Structural *Logos* in Heraclitus and the Sophists." *Advances in the History of Rhetoric* 9 (2006): 1-32.

David C. Hoffman. "Protagoras' Pedagogy of Civic Excellence." *Anistorian*. December, 2006. May be viewed at <http://www.anistor.co.hol.gr/english/index.htm>. See "Viewpoints." Unpaginated.

David C. Hoffman. "Paine and Prejudice: Rhetorical Leadership through Perceptual Framing in *Common Sense*." *Rhetoric and Public Affairs* 9.3 (Fall 2006): 373-410.

David C. Hoffman. "*Logos* as Composition." *Rhetoric Society Quarterly*. 33.3 (July 2003): 27-53.

David C. Hoffman. "Justice and the Self: A Reading of Plato's *Gorgias*." *Anistorian*. December 2002. May be accessed at <http://www.anistor.gr/english/enback/index.htm>. Unpaginated.

Takis Poulakos, David C. Hoffman, *et al.*, "The Role of Narrativity in Public Speaking." *Iowa Journal of Communications* 28 (1996): 48-73.

(2) Proceedings:

David C. Hoffman. "The Constitutive Rhetoric of *Common Sense*." *The Responsibilities of Rhetoric*. Ed. Michelle Smith and Barbara Warnick. Long Grove, IL: Waveland, 2010.

David C. Hoffman. "The Cultural Politics of Heraclitus' Cosmology." *The Philosophy of Culture, Volume Two*. Ed. Konstantine Boudouris. Athens: Ionian Publications, 2006. Pages 93-100.

6. PUBLICATIONS IN FIELD OF EXPERTISE (cont.):

David C. Hoffman. "Reversing Perceptions of Probability Through Self-Referential Argument: Interpretation and Analysis of Protagoras' Stronger/Weaker Fragment." *Proceedings of the Fifth International Conference on Argumentation, University of Amsterdam*. Amsterdam: Sic Sac, 2003. Pages 503-507.

David C. Hoffman. "Logos and Pluralism: The Foundations of the Sophistic Movement." *The Philosophy of Communication, Volume One*. Eds. Konstantine Boudouris and John Poulakos. Athens: Ionian Publications, 2002. Pages 92-99.

C. Chapters in Books:

David C. Hoffman. "Albert Arnold Gore, Jr." *American Voices: An Encyclopedia of Contemporary Orators*. Eds. Bernard K. Duffy and Richard W. Leeman. Westport, CN: Greenwood Press, 2005. Pages 169-176.

D. Government Reports or Monographs: None

E. Book Reviews:

Review of Miira Tuominen's *Apprehension and Argument: Ancient Theories of Starting Points for Knowledge*. *Argumentation and Advocacy*. Forthcoming, 2010.

Review of Michael Gagarin's *Antiphon the Athenian* and Gerard J. Pendrick's *Antiphon the Sophist*. *Rhetoric Society Quarterly* 36.3 (Summer 2006): 339-342.

Review of John Durham Peters' *Courting the Abyss: Free Speech and the Liberal Tradition*. *Journal of Communication* 56 (2006): 222-226.

Review of Ekaterina Haskins' *Logos and Power in Isocrates and Aristotle*. *Rhetoric Society Quarterly* 34.4 (Fall 2004):111-115.

Note: This review is misattributed to Michael C. Hoffman.

7. OTHER PUBLICATIONS:

David C. Hoffman and Sharon G. Hoffman. "The Medieval Craft of Bookmaking." *Renaissance Magazine* 10:5 (2006): 41-44.

David C. Hoffman. "The President's Brave New War." *The Times of Trenton*. Friday, January 28, 2005. Page A11.

7. **OTHER PUBLICATIONS (cont.):**

David C. Hoffman and Sharon G. Hoffman. "Sappho and the Songs of Marriage." *Parabola* 29 (Feb. 2004): 36-40.

David C. Hoffman. "In the Greek Cosmos." *Parabola* 28 (Nov. 2003): 56-60.

David C. Hoffman. "The Epithalamium: Renaissance Wedding Poetry." *Renaissance Magazine* 8:2 (2003): 38-39.

David C. Hoffman and Sharon G. Hoffman. "Beyond Fate." *Parabola* 25 (Nov. 2000): 20-27.

David C. Hoffman and Sharon G. Hoffman. "Enigma, Paradox, Parable." *Parabola* 25 (May 2000): 14-21.

David C. Hoffman and Hoffman, Sharon G. "The Gods of Metes and Bounds." *Parabola* 25 (Feb. 2000): 11-18.

Aghazarian, Aram A. and David C. Hoffman. *Speaking in a Public Voice: A Guide to Public Presentation and Advocacy*. Second Edition. New York: McGraw-Hill Primus Custom Publishing, 2000, 124 pp.

David C. Hoffman. "Play, Epideictic, Argument." *ERIC Clearinghouse*, 1998. Unpaginated.

8. **PRESENTED PAPERS, LECTURES, AND EXHIBITIONS AND PERFORMANCES:**

David C. Hoffman. "Structural *Logos* and Heraclitian *Bios*." Rhetoric Society of America Convention, Minneapolis, May 2010.

David C. Hoffman. "Reason as Ideograph in Thomas Paine's *The Age of Reason* and Richard Watson's *Apology for the Bible*." Rhetoric Society of America Convention, Minneapolis, May 2010.

David C. Hoffman. Invited panelist at a roundtable entitled "The State-of-the-Art in the Study of the History of Rhetoric." Eastern Communication Association, Baltimore, April 2010.

David C. Hoffman. "The Constitutive Rhetoric of *Common Sense*." Selected for presentation as part of the panel "Rhetoric in Early America." Rhetoric Society of America Convention, Seattle, May 2008.

8. PRESENTED PAPERS, LECTURES, AND EXHIBITIONS AND PERFORMANCES (cont.):

David C. Hoffman. "Murder in Sophistopolis: Lessons about *Eikos* Argument from the *First Tetralogy*." Selected for presentation as part of the panel, "Studies in the History of Rhetoric." Eastern Communication Association, Pittsburgh, May 2008.

David C. Hoffman. "A Commentary on Argumentation in the *First Tetralogy*." Selected for presentation by the American Society for the History of Rhetoric as part of the panel, "Form and Genre in Classical Rhetoric." National Communication Association Convention, Chicago, November 2007.

David C. Hoffman. "Concerning *Eikos*: Social Expectation and Verisimilitude in Early Attic Rhetoric." Presented at the Baruch School of Public Affairs Faculty Seminar, Spring 2007.

David C. Hoffman. "Eikos and Verisimilitude." Selected for presentation by the American Society for the History of Rhetoric as part of the panel, "Revisiting Classical Rhetoric." National Communication Association Convention, San Antonio, November 2006.

David C. Hoffman. "Protagoras' Pedagogy of Civic Excellence." Presented at the Baruch School of Public Affairs Faculty Seminar, Spring 2006.

David C. Hoffman. Spoke at the Roundtable Discussion entitled, "Studying the History of Rhetoric: The State of the Art" Eastern Communication Association Convention, Philadelphia, April 2006.

David C. Hoffman. "Performative and Representational Ethos: An Inquiry into Classical Character Education." Selected for presentation at the American Society for the History of Rhetoric Pre-Conference, Boston, November 2005.

David C. Hoffman. "Paine and Prejudice: Rhetorical Leadership through Perceptual Framing in *Common Sense*." Presented at the Baruch School of Public Affairs Faculty Seminar, Fall 2005.

David C. Hoffman. "The Cultural Politics of Heraclitus' Cosmology." Presented at the 17th annual conference of the International Association for Greek Philosophy, Samos, Greece, August 2005.

David C. Hoffman. "*Logon Techne* and the Birth of Creative Agency." Presented as part of the panel "Discursive Agency in Ancient Greek Rhetoric and Philosophy." NCA National Convention, Chicago, November 2004.

David C. Hoffman. "Creation through Conflict: Logos and Heraclitus' Place in the Rhetorical Tradition." Presented as part of the panel "Issues in Classical Rhetorical Education." RSA National Convention, Austin, May 2004.

8. PRESENTED PAPERS, LECTURES, AND EXHIBITIONS AND PERFORMANCES (cont.):

David C. Hoffman. "Creation through Composition in Ancient Greece and Beyond." Presented and part of the panel "Discursive Agency in Ancient Greek Rhetoric and Philosophy: Implications for Contemporary Humanistic Disciplines." ECA Convention, Boston, April 2004.

David C. Hoffman. "Performative and Representational Ethos: A Comparative Study." Presented as part of the panel "Historical Studies of Ethos Authority and Virtue." NCA National Convention, Miami, FL., November 2003.

David C. Hoffman. "*Muthos* and *Logos*: Complicating the Liberal Narrative of Progress." Presented at the American Society for the History of Rhetoric Pre-Conference, New Orleans, November 2002.

David C. Hoffman. "Reversing Perceptions of Probability Through Self-Referential Argument: Interpretation and Analysis of Protagoras' Stronger/Weaker Fragment." Presented at the Fifth International Conference on Argumentation, University of Amsterdam, 2002.

David C. Hoffman. "Gathering in the Moment: The Panegyric in Ceremonial Context." Selected for presentation as part of the panel "Beyond *Tria Genera Causarum*: Exploring Native Typologies of Ancient Discourse" by the American Society for the history of Rhetoric at the NCA National Convention in Atlanta, 2001.

David C. Hoffman. "Can Civic Excellence Be Enacted in the Town Meeting Format? A NeoSophistic Perspective." Selected for presentation as part of the panel "Learning Civic

Excellence Through Public Conversation: Three Perspectives on the Bush-Gore Town Meeting" by the Political Communication Division at the NCA National Convention in Atlanta, 2001.

David C. Hoffman. "Logos and Pluralism: The Foundations of the Sophistic Movement." Presented at the Conference of the International Association for the Study of Greek Philosophy on Rhodos, Greece, 2001.

David C. Hoffman. "Knowledge and Sensation in the *Protagoras*: Toward an Understanding of the Aesthetic Basis of Protagoras Epistemology." Selected for Presentation by the American Society for the History of Rhetoric as part of the panel "Aesthetics II: Knowledge and Sensation in the History of Rhetorical Performance" at the NCA National Convention in Seattle, 2000.

8. PRESENTED PAPERS, LECTURES, AND EXHIBITIONS AND PERFORMANCES
(cont.):

David C. Hoffman. "Synecdoche: The Violent Trope." Selected for presentation by the Kenneth Burke Society as part of the panel "Kenneth Burke's Master Tropes Revisited" at the NCA National Convention in Chicago, 1999.

David C. Hoffman. "Protagoras and Civic Education." Selected for presentation as part of the ASHR/RSA Collaborative Panel "The Work of Rhetoric in Civic Education from Antiquity to Post-Modernity" at the NCA National Convention in Chicago, 1999.

David C. Hoffman. "Rhetoric and Civic Education in Protagoras Flute Playing City." Selected for presentation as part of the panel "Classical Civic Education and Its Pertinence to Liberal Arts Education Today" at the Central States Communication Association Conference in St. Louis, 1998.

David C. Hoffman. "Hermes, Hestia, and the Problem of Containment: A Burkean Analysis of Dramatic Tension in the Archaic Polis." Selected for presentation by the Kenneth Burke Society as part of the panel "Kenneth Burke's Container and the Thing Contained: Extensions, Applications, Challenges" at the NCA National Convention in New York, 1998.

David C. Hoffman. "Active and Representational Performance of Character: A Comparative Study of Ethos in Oral and Literate Cultures." Selected for presentation by the American Society for the History of Rhetoric at the NCA National Convention in New York, 1998.

David C. Hoffman. "Toward a Genealogy of *Logos*." Selected for presentation by the American Society for the History of Rhetoric at the NCA National Convention in New York, 1998.

David C. Hoffman. "Argument, Epideictic, Play." Selected for presentation by the Argumentation and Forensic Division of the NCA at the National Convention in Chicago, 1997.

David C. Hoffman. "Argument, Epideictic, Play: Cicero's *Pro Archia* as Exemplar." Selected for presentation by the Society for the History of Rhetoric at the NCA National Convention in Chicago, 1997.

David C. Hoffman. "Thomas Paine's Natural Man: Articulation and Performance in *Common Sense*." Selected for presentation by the Public Address Division of the NCA at the National Convention in Chicago, 1997.

David C. Hoffman. "Elocution as Literate Orality." Selected for presentation by the Society for the History of Rhetoric at the SCA National Convention in San Diego, 1996.

8. PRESENTED PAPERS, LECTURES, AND EXHIBITIONS AND PERFORMANCES (cont.):

David C. Hoffman. "Protagoras and the Productivity of *Logos*." Selected for presentation by the Society for the History of Rhetoric at the SCA National Convention in San Diego, 1996.

David C. Hoffman. "The Role of Narrativity in Public Speaking." Presented at the Iowa Communications Association Conference in Newton, Iowa. 1996.

David C. Hoffman. "Thomas Paine's Natural Man: Interpellation and Ideology in *Common Sense*." Presented at the Iowa Communications Association conference in Newton, Iowa, 1996.

David C. Hoffman. "A Postmodern Conversation on the Rhetoric of Child Abuse." Presented at the Social Constructions Conference at the University of New Hampshire, 1994.

David C. Hoffman. "Playful Intentions: The Conversational Logic of Not Being Serious." Discourse Analysis Conference, Temple University, 1993.

9. WORK IN PROGRESS:

A. Papers submitted to journals for consideration:

B. Other completed papers:

C. Research in progress:

David C. Hoffman. "*The Age of Reason* and Religion in American Politics." Multiple papers.

David C. Hoffman. "King Kong and American Political Culture in the 1930's."

10. PROFESSIONAL HONORS, PRIZES, FELLOWSHIPS:

Baruch College Faculty Achievement Award 2009.

Baruch College Faculty Achievement Award 2008.

Mellon Fellow at the Center for the Humanities, 2008-2009, Graduate Center, CUNY

Eugene M. Lang Junior Faculty Research Fellowship 2008-2009: \$5,500 for research on film and political culture in the early 1930's

10. PROFESSIONAL HONORS, PRIZES, FELLOWSHIPS (cont.):

Baruch College Faculty Achievement Award 2006

Faculty Fellowship Publication Program, Spring 2006

Baruch College Faculty Achievement Award 2005

Baruch College Faculty Achievement Award 2004

Baruch College Faculty Achievement Award 2003

Best Dissertation for 2000, American Society for the History of Rhetoric.

Temple University Center for Advanced Technology Certificate (for online instruction and course development), August 2000

11. GRANTS-IN-AID:

PSC-CUNY Award # 63225-00 41: \$3,990 to complete a project on Thomas Paine's *The Age of Reason*: July 1st 2010-June 30th 2011.

PSC-CUNY Award # 62412-00 40: \$3,990 to complete a project on Thomas Paine's *The Age of Reason*: July 1st 2009-June 30th 2010. Deferred 6 months.

PSC-CUNY Award #69739-00-38: \$3,990 to complete a project on early Greek rhetoric: July 1st 2007-June 30th 2008.

PSC-CUNY Award #68522-00-37: \$3,990 to complete project on the constitutive rhetoric of Thomas Paine. Award Period: July 1st 2006-June 30th 2007.

PSC-CUNY Award #67320-00-36: \$3,840 to complete a project on the political context of the film King Kong. Award Period: July 1st-June 30th 2006.

PSC-CUNY Award #60114-34 35: \$3,840 to complete project on the rhetorical leadership of Thomas Paine. Award period: January 1st 2004-December 31st 2005.

12. INSTITUTIONAL SERVICE:

A. Service to the School:

Chaired Communication Faculty Search Committee, Spring 2010
Member of Public Management/ Finance Search Committee, Spring 2008
Member of SPA Executive Committee, Fall 2007-Spring 2009
School of Public Affairs Secretary, Fall 2006-Spring 2009
Chaired Communication Faculty Search Committee, Spring 2006
Member of SPA Curriculum Committee, Spring 2005-Spring 2009
Served as an evaluator for NUF competition, 2005
Faculty advisor to Baruch student policy journal, Fall 2004-Spring 2005

B. Service to the College:

Freshman Text Selection Committee, Spring 2009
Freshman Text Selection Committee, Spring 2007
Class III Representative to the Faculty Senate, Fall 2006-Spring 2009
Undergraduate Honors Thesis Committee, Fall 2006-Spring 2008
Undergraduate Honors Admissions Evaluator, Spring 2006

C. Service to the Graduate Center: None

D. Service to the University: None

13. OFFICES HELD IN PROFESSIONAL SOCIETIES:

Treasurer, American Society for the History of Rhetoric, Aug. 2003-Nov. 2008
President, American Society for the History of Rhetoric, Nov. 2002-Nov. 2003
Vice-President, American Society for the History of Rhetoric, Nov. 2001-Nov. 2002

14. OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE:

Facilitator at Schwartz Communication Institute 10 Annual Symposium, Spring 2010

Reviewer of paper and panel submissions to American Society for the History of Rhetoric, 2008.

Reviewer of paper and panel submissions to American Society for the History of Rhetoric, 2008.

Reviewer of paper and panel submissions to American Society for the History of Rhetoric, 2007.

Convention Panels Chaired:

Competitive Papers in the History of Rhetoric: Ancient Greece and Rome. NCA National Convention, San Diego, November 2008.

14. OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE (cont.):

Moving Forward and Looking Back at the Isocratean Tradition: Ekaterina Haskins' *Logos and Power in Isocrates and Aristotle*. NCA National Convention, Chicago, November 2004.

Reading Visual Culture: Rhetorical Aesthetics and Cultural Politics. American Society for the History of Rhetoric Pre-Conference, Miami, November 2003.

Within and Without Rhetoric: Connecting the Disconnected. NCA National Convention, Miami, November 2003.

Historical Studies in Classical Rhetoric. NCA National Convention, Miami, November 2003

Historical Studies in the Rhetorical Construction of Public Space. NCA National Convention, Miami, November 2003.

Responses Delivered to Convention Panels:

Competitive Papers in the History of Rhetoric: Ancient Greece and Rome. NCA National Convention, San Diego, November 2008.

Moving Forward and Looking Back at the Isocratean Tradition: Ekaterina Haskins' *Logos and Power in Isocrates and Aristotle*. NCA National Convention, Chicago, November 2004.

Competitive Student Papers in the History of Rhetoric. NCA National Convention, Chicago, November 2004.

Historical Studies in Classical Rhetoric. NCA National Convention, Miami, November 2003.

Historical Studies in The Rhetorical Construction of Public Space. NCA National Convention, Miami, November 2003.

15. TEACHING ACTIVITIES AT BARUCH:

A. Courses taught:

PUB 1250 Introduction to Public Administration in Modern Society
PAF 9103 Communication in Public Settings
PAF 3201 Public Communications and Organizations
PAF 9103 Communication in Public Settings, XMPA section
PAF 9999 Independent Study In Classical Rhetoric

B. New courses/programs developed:

Developed a syllabus for a Feit Seminar on Utopian Thought
Developed a syllabus for American Politics through Film.
Developed and taught a Graduate Independent Study in Classical Rhetoric.

Coauthored and presented a preliminary version of a proposal for the new undergraduate core Public Affairs in New York Contexts course to the Curriculum Committee.

Authored and presented a preliminary proposal for an undergraduate course in Public Advocacy to the Curriculum Committee.

Authored and presented a preliminary proposal for the revised undergraduate core Communication and Public Affairs core course to the Curriculum Committee.

Authored a set of goals for the undergraduate core adopted with modifications by the Curriculum Committee.