MATTHEW SALZANO

Curriculum Vitae
Updated October 2026

Melville Library N4070
Stony Brook University
Stony Brook, NY 11794-3384

matthew.salzano@stonybrook.edu | matthewsalzano.com

EDUCATION

Ph.D. (2023). University of Maryland, Department of Communication, College Park, MD.
Dissertation: *Living a Participatory Life: Reformatting Rhetoric for Demanding, Digital Times*. Damien S. Pfister (chair), Carly S. Woods, Kristy Maddux, Catherine Knight Steele, and Jason Farman (American Studies).

Graduate Certificate in Digital Studies in the Arts and Humanities (2020). Maryland Institute for Technology in the Humanities, College Park, MD.

M.A. (2020). University of Maryland, Department of Communication, College Park, MD.

B.A. (2018). Pacific Lutheran University, Departments of Communication and Women's and Gender Studies, Tacoma, WA.
Semester at Regent's Park College, University of Oxford, Spring 2016

ACADEMIC POSITIONS

Stony Brook University

2025–Present	Assistant Professor, Department of Communication Associate Faculty, Department of Women's, Gender, and Sexuality Studies Affiliate Faculty, Center for Changing Systems of Power Affiliate Faculty, AI Innovation Institute
2023–2025	Inclusion, Diversity, Equity, and Access (IDEA) Fellow in Ethical Artificial Intelligence, Information Systems, and Data Science and Literacy Applied to Complex Structures and Networks, School of Communication and Journalism/Alan Alda Center for Communicating Science & the Program in Writing and Rhetoric

Pacific Lutheran University

Spring 2022	Site Director, International Honors study away program University of Oxford

HONORS AND AWARDS

2026	Honorable mention, Outstanding Journal Article Award for "Examining Proposed Generative AI Integrations in Public Relations: Offering Participatory (AI) Public Relations" (with Drew Ashby-King) National Communication Association – Public Relations Division

2025 Visiting Scholar, Caroline Marshall Draughon Center for the Arts & Humanities (Oct 28–Nov 1)
Auburn University – College of Liberal Arts

2024 College of Arts and Humanities Nominee, Charles A. Caramello Distinguished Dissertation Award
University of Maryland – Graduate School

2023 Charles Richardson Award (Outstanding Ph.D. Student)
University of Maryland – Department of Communication

Andrew Wolvin Outstanding Teaching Award
University of Maryland – Department of Communication

2022-23 Outstanding Teaching Assistant Award
University of Maryland – Graduate School

2022 Honorable Mention, Article of the Year Award for "Going off scripts: emotional labor and technoliberal rhetoric" (with Misti Yang)
Association for the Rhetoric of Science, Technology, and Medicine [ARSTM]

Top Paper Award, "Caught in the Crossfire: Apple AirDrop and the Digital Infrastructures of Rhetoric and Argumentation" (with Damien Pfister)
National Communication Association – Argumentation and Forensics Division

2020 Raymond Ehrensberger Award (Outstanding Graduate Student in the first two years of study beyond the bachelor's degree)
University of Maryland – Department of Communication

2019 Laureate, James L. Golden Award for Outstanding Student Essay in Rhetoric
National Communication Association

2018 Dean's Award for Excellence
Pacific Lutheran University – School of Arts and Communication

PUBLICATIONS

BOOK

Just Participating: Formatting Critical Sensibilities When There's Just Too Much.
Under contract at NYU Press (Critical-Cultural Communication series).

PEER-REVIEWED JOURNAL ARTICLES

2026 **Salzano, Matthew**, Katherine D. Johnston, Drew T. Ashby-King, Sara Santos, Nasrin Pervin, and Benjamin Miller. "Challenging Big Tech's Project of AI: Narrative Constructions and Theories of Change in Nonprofit Advocacy." *AI & Society*. In Press.

Ashby-King, Drew T., **Matthew Salzano,** and Iliaria Noonan. "Efficiency, but at What Cost? Perspectives on Generative AI Uses, Benefits, and Drawbacks from Social Change Communicators." *Public Relations Review* (link).

Salzano, Matthew and Damien S. Pfister. "Shutting down the Crossfire: lessons on digitality from the short history of Apple AirDrop." *Critical Studies in Media Communication* 43 (1): 1–18. (link)

2025 **Salzano, Matthew** and Drew T. Ashby-King. "Examining Discourses of Generative AI Integration in Public Relations: Proposing Participatory Public Relations." *Public Relations Inquiry* 14 (2): 221–246. (link)

Ashby-King, Drew T., Jeannette I. Iannacone, **Matthew Salzano,** and Victoria Ledford. "Theorizing Critical Care: Examining Communication Instructors' Care-Based Pedagogies." *Communication Teacher* 39 (4): 349-369. (link)

2024 **Salzano, Matthew.** "Beyond Participation, Toward Disparticipation." *Quarterly Journal of Speech* 110 (2): 153-173. (link)

2022 **Salzano, Matthew**, and Misti Yang. "Going off scripts: emotional labor and technoliberal managerialism." *Critical Studies in Media Communication* 39 (2): 78–91. (link)

Ledford, Victoria, and **Matthew Salzano**. "The Instagram activism slideshow: Translating policy argumentation skills to digital civic participation." *Communication Teacher* 36(4): 258-263. (link)

Ashby-King, Drew T., Victoria A. Ledford, Jeannette I. Iannacone, Alyson Farzad-Phillips, **Matthew Salzano** and Lindsey B. Anderson. "Expanding and constraining critical communication pedagogy in the introductory communication course: A critique of assessment rubrics." *Communication Teacher* 36(3): 187–203. (link)

2020 **Salzano, Matthew**. "Lemons or *Lemonade*? Beyoncé, Killjoy style, and Neoliberalism." *Women's Studies in Communication* 43(1): 45-66. (link)

2017 **Salzano, Matthew**, and Joanne M. Lisosky. "Lighting It up: Journalism as a Conversation at the Private University." *College Media Review* 54: 16–26. (link)

CONTRIBUTIONS TO BOOKS, PROCEEDINGS, AND DIGITAL PROJECTS
Starred (*) entries were peer reviewed.

2026 Yang, Misti, Damien Pfister, and **Matthew Salzano.** "The Stench of Code and Digital Visceral Publics." Invited contribution to *Culture, Theory and Critique,* special issue on "Media and/as Infrastructural Rhythm." *Note: Finalized posthumously by Pfister and Salzano on behalf of Yang.* In press.

2024 Hardy, Alisa, **Matthew Salzano**, and Damien Pfister. "From Black Twitter to Musk's X: A Case Study in Rhetoric, Media, Culture, and Power." In *The Routledge Handbook on Rhetoric and Power*, edited by Nathan Crick. New York: Routledge. (link)

Salzano, Matthew. "Prologue: Keeping the (Human) Educator in the Loop." In *ChatGPT and Global Higher Education: Using Artificial Intelligence in Teaching and Learning*, edited by Xi Lin, Roy Y. Chan, Shyam Sharma, and Krishna Bista. STAR Scholars Press. (link)

2023 *Yang, Misti, and **Matthew Salzano**. "Weizenbaum's performance and theory modes: Lessons for critical engagement with large language model chatbots." *Association of Internet Researchers Selected Papers in Internet Research*. (link)

Salzano, Matthew and Victoria Ledford. "Advocacy and Action: Persuasive Strategies for Digital Influence." In *Strategic Social Media as Activism: Repression, Resistance, Rebellion, and Reform,* edited by Adrienne Wallace and Regina Luttrell. New York: Routledge. (link) ***Winner, 2024 Public Relations Division Outstanding Book Award, National Communication Association**

2022 ***Salzano, Matthew**. "Sean Patrick Maloney, 'Statement on Religious Liberty and LGBTQ+ Adoption' (27 February 2020)." *Recovering Democracy's Archives*, speaking for social justice unit. (link)

*Parry-Giles, Trevor, Divine Narkotey Aboagye, Jin R. Choi, Taylor Hourigan, Meg Itoh, Carolyn Robbins, **Matthew Salzano**, Kalin Schultz, and Shelby Sturm. "Mediating Race and Gender in Campaign 2020: The Cooking with Kamala Videos." In *Democracy Disrupted: Communication in the Volatile 2020 Presidential Election*, edited by Mitchell S. McKinney, Dianne Bystrom, Mary Banwart, & Benjamin R. Warner. Santa Barbara: Praeger. *Authors listed alphabetically.* (link)

2021 ***Salzano, Matthew**. "Technoliberal participation: Black Lives Matter and Instagram Slideshows." *Association of Internet Researchers Selected Papers in Internet Research*. (link)

***Salzano, Matthew**. "Beyond Participation, Toward Disparticipation: Contesting White Feminism at the 2017 Women's March." In *Local Theories of Argument,* edited by Dale Hample. New York: Taylor and Francis. (link)

***Salzano, Matthew,** and Justin Eckstein. "The Bensenville Pause: Argumentation, Sound Figuration, and Local Sound Cultures." In *Local Theories of Argument,* edited by Dale Hample. New York: Taylor and Francis. (link)

REVIEWS

2025 **Salzano, Matthew**, and Katherine D. Johnston. "Capturing Cobalt: Communication and Change." *Dialogues on Digital Society* 1(1): 103–105. (link)

Salzano, Matthew. "*Algorithmic Worldmaking: The Rhetorical Craft of Networked Order,* by Jeremy David Johnson." *Critical Studies in Media Communication.* (link)

2021 **Salzano, Matthew**. "*Rhetoric as a Posthuman Practice,* by Casey Boyle." *Quarterly Journal of Speech* 107(1): 116–120. (link)

GRANTS, FELLOWSHIPS, AND FUNDING

EXTERNAL

2026 **PI,** Spencer Foundation Research Grants on Education: Small, *Check the Syllabus: AI Course Policies in College Communication Courses.* Total award: $57,848. (Victoria Ledford, Drew T. Ashby-King, and Jeannette Iannacone, co-PIs).
Funded, Jan–Dec 2026.

2024 **Co-PI,** Waterhouse Family Institute Research Grants, *Fending Off Generative AI Textpocalypse: Lessons from Social Change Communicators.* Total award: $10,000 (Drew Ashby-King, PI). **Funded, Sep 2024–May 2025.**

Co-PI, National Endowment for the Humanities, Humanities Research Centers on Artificial Intelligence [2025], *AI Ecologies: The Humanities Collaborative for AI Research (H-CAIR) Center.* (Nancy Tomes, PI). **Not funded.**

Contributor, National Science Foundation, National Research Traineeship Program, *TEAMS-AI.* (Robert Harrison, PI). **Not funded.**

Co-PI, National Endowment for the Humanities, Humanities Research Centers on Artificial Intelligence [2024], *The Humanities Collaborative for AI Research (H-CAIR) Center at Stony Brook: A center dedicated to understanding the human and planetary impacts of AI.* Total award: $1,000,000 (Nancy Tomes, PI). **Not funded**.

Co-PI, SUNY Innovative Instruction Technology Grants, *Feeling Out AI.* Total award: $70,500 (Co-PIs: Katherine Johnston and Nancy Tomes, Stony Brook; Amanda Frisken and Andrew Mattson, SUNY Old Westbury). **Not funded.**

Co-PI, Responsible AI Cohort, National Humanities Council and Google, *Feeling Out Artificial Intelligence*. Total award: $40,000 (Co-PIs: Katherine Johnston, Stony Brook; Amanda Frisken and Andrew Mattson, SUNY Old Westbury). **Not funded.**

2023 **Co-PI**, Association for Education in Journalism and Mass Communication, Emerging Scholars Program, *Ethical AI in Communications: Lessons from Social Change Communicators*. Total award: $3,500 (Drew Ashby-King, PI). **Not funded.**

Contributor, National Science Foundation, National Research Traineeship Program, *Accelerating Science Through Responsible AI (ASTRA).* Total award: $2,993,990 (Robert Harrison, PI). **Not funded**.

2018 Phi Kappa Phi Honors Society Fellowship. Total award: $5000

INTERNAL

2025 **Co-PI,** Stony Brook University AI Innovation Institute (AI3) Seed Grants, *IAE2^3: AI Ecologies.* Total award: $59,800 (Joe Lemelin, PI). **Funded, Jan–Dec 2025.**

Participant, Communication B.A. Course Redevelopment retreat. Funded by private donors, Summer 2025.

2024 **Participant**, AHLSS (Arts, Humanities, Lettered Social Sciences) Visiting Artists Series. Total award: $20,000 (Victoria Pilato/University Libraries, PI). **Funded, canceled due to artist scheduling conflict.**

2023 Humanities Institute Pressing Matters invited lecture series
Sponsored Dr. Cathy Chaput's visit to COM346: Race, Class, and Gender in Media

College of Arts and Sciences Sir Run Run Shaw lecture series
Sponsored Meredith Broussard's 2023 SUNY Council on Writing Conference keynote

2022 Department of Communication Teaching Support Stipend

2021 University of Maryland Graduate School Summer Research Fellowship

2019 University of Maryland College of Arts and Humanities Graduate Student Travel Award

2018–21 University of Maryland Dean's Graduate Fellowship

PUBLIC AND DIGITAL PROJECTS

PUBLIC SCHOLARSHIP

2026 **Salzano, Matthew**, Katherine Johnston, Drew Ashby-King, Sara Santos, Nasrin Pervin, Benjamin Miller, and Atin Basuchoudhary. "Artificial Intelligence, the Consolidation of Power, and (Resisting) the Political Order." White paper for RhetAI Coalition Research Challenges, pp. 88–100. (link)

2025 **Salzano, Matthew** (editor). *How To Sell a Gendered Fantasy*. Edited collection of essays from WRT614. Stony Brook University, May 2025. (link)

2024 **Salzano, Matthew**, Nicholas Fung, Ada Lin, Sofia Marchetta, and the students of WRT302. "AI and Advocacy: Maximizing Potential, Minimizing Risk." Report. Stony Brook University, May 2024. (link)

2023 "Bring on the Bots? Preparing Communication Studies for Artificial Intelligence." *Spectra: The Online Magazine of the National Communication Association.* (link)

2019 Parry-Giles, Shawn, Aya Hussein Farhat, **Matthew Salzano**, and Skye de Saint Felix. "Women who ran for Congress avoided women's issues in their campaign ads." *The Conversation.* (link)

2018 Ciabattari, Teresa & **Matthew Salzano.** "Who counts as white?" *Humanities Washington Blog.* Video, 2 minutes. (link)

Boots, Genny, Oliver Johnson, **Matthew Salzano**, and Breanna Wiersma, eds. 2018. *ABC's of PLU*. Tacoma, WA: The Matrix. (link)
Contributor and co-editor of student-published edited volume; equal contribution to editing. Supported by PLU Diversity, Justice, and Sustainability grant.

DIGITAL HUMANITIES

2022 Instagram Slideshow Archive. (link)
Supported by UMD Graduate School Summer Fellowship.

2019 Team Rhetoric Bot (@RhetoricTweeter). *Related post: "#TeamRhetoric, Time, and In(ter)vention: Twitter Bots, Tactical Media." (link)*

MEDIA APPEARANCES

2026 "What to know about Meta trial over youth mental health" (*Newsday*, 8/21)

"Human Communication in the Age of AI: A Conversation with Matthew Salzano" (PR Carnet World, 7/2)

2025 "Stony Brook University introduces interdisciplinary 'AI Ecologies' course for spring 2026" (*South Shore News*, 11/29; Originally SBU News, 11/24)

"AI and Us, Part 2" (Voices of Transparency and Excellence podcast, Spotify + YouTube, 11/12)

Interview with Point-out, Italian PR Tech startup (LinkedIn, 3/12)

"AI reinforces the tactical media and communications role of public relations (but it needn't be so)" (*Wadds Inc. Newsletter*, 2/14)

2024 "Could an Australian social media ban for those under 16 inspire America? Experts say it's unlikely" (*Newsday*, 11/27)

"AI and the Future of Science Communication" (Swedish Research Council podcast, Spotify + Apple Podcasts, 10/30)

"Alda Center Experts Discuss Intersections of AI and Science Communication on Swedish Research Council Podcast" (*SBU News*, 11/1)

"Using AI in Advocacy" (PIT UNiverse Newsletter, July)

"Student report: Benefits and risks of using AI for advocacy" (*SBU News*, 6/3)

"Minority Groups Confronted with Lingering TikTok Ban" (*Veris Media*, 4/25)

"Library Lecture Explores Artificial Intelligence in DEI" (*SBU News*, 3/26)

2023 "Social movements require dissent, says SoCJ's Salzano" (*SBU News*, 12/20)

2018 "Public Philosophy and Play" (*Philosophy Bakes Bread* podcast, Ep. 64)

SELECTED PRESENTATIONS

CONFERENCE PRESENTATIONS

Starred (*) entries were full papers submitted for anonymous peer review prior to presentation.

2026 **Salzano, Matthew**. 2026. "Keywords for Learning: Reclaiming Humanistic Definitions of 'Training' from Machine Learning and Technocracy." Paper to be presented as a part of the precomposed panel "The Reluctant Humanist in the Age of AI: (RE) Generating Critique of Big Tech," chaired by Irina Kalinka, at the annual meeting of the Association of Internet Researchers, Mexico City, Mexico.

Salzano, Matthew. 2026. "Artificial Intelligence, the Consolidation of Power, and (Resisting) the Political Order: RhetAI Challenge Question 6 Findings and Implications." Presented as a part of the precomposed panel "From the In/Dignities of AI to Rhetorical Possibility: The Work of the RhetAI Coalition," chaired by Roger Thompson, at the biannual meeting of the Rhetoric Society of America, Portland, OR.

Salzano, Matthew. 2026. "Rhetorical Reckonings with Un/exceptional, Un/precedented Indignities." Chair of panel presented at the biannual meeting of the Rhetoric Society of America, Portland, OR.

2025 *Parayil Boge, Andrew and **Matthew Salzano.** 2025. "White Apophasis." Paper presented at the meeting of the National Communication Association, Public Address Division, Denver, CO.

*Ashby-King, Drew, **Matthew Salzano**, and Ilaria Noonan. 2025. "Efficiency, but at What Cost? Perspectives on Generative AI Uses, Benefits, and Drawbacks from Social Change Communicators." Paper presented at the meeting of the National Communication Association, Public Relations Division, Denver, CO.

2024 **Salzano, Matthew.** 2024. "Micromechanical Participation: Lessons from Twitter Bots for Generative AI 'Textpocalypse.'" Paper presented at the meeting of the National Communication Association in a panel organized by Association for the Rhetoric of Science, Technology, and Medicine, New Orleans, LA.

Salzano, Matthew. 2024. "Response to *Algorithmic Worldmaking,* by Jeremy David Johnson." Contribution to the panel "Opinionated Algorithms, Algorithmic Opinions: New Directions in the Study of Rhetoric + Digitality," to be presented in the Rhetoric

and Communication Theory division at the meeting of the National Communication Association, New Orleans, LA.

Salzano, Matthew. 2024. "On Training: Large Language Models, Rhetors, and Democratic Participation." Paper presented at NKRF9: Rhetoric in Digital and Technological Transition conference, University of Copenhagen, Denmark.

Salzano, Matthew, and Manisha Desai. 2024. "AI in the Service of Intersectional Feminist Justice?" Paper presented at the "Digitalisation, AI, and Feminist Futures" conference hosted by *Feminist Africa* and the *International Feminist Journal of Politics*, Maputo, Mozambique/Virtual.

*__Salzano, Matthew,__ and Drew Ashby-King. 2024. "Examining Discourses of Generative AI Integration in Public Relations: Proposing Participatory Public Relations." Paper presented at the meeting of the International Communication Association, Public Relations Division, Gold Coast, Australia.

Salzano, Matthew. 2024. "A Format Theory of Participation for Demanding, Digital Times." Paper presented at the meeting of the Rhetoric Society of America, Denver, CO.

2023 *Yang, Misti and **Matthew Salzano.** 2023. "Weizenbaum's Performance and Theory Modes: Lessons for Critical Engagement with Large Language Model Chatbots" Paper presented at the meeting of the Association of Internet Researchers, Philadelphia, PA.

2022 ***Salzano, Matthew**, and Damien Pfister. 2022. "Caught in the Crossfire: Apple AirDrop and the Digital Infrastructures of Rhetoric and Argumentation." Paper presented at the meeting of the National Communication Association, Argumentation and Forensics Division, New Orleans, LA. ***Top paper**.

***Salzano, Matthew**. 2022. "Installectual participation: #BlackLivesMatter, Instagram Slideshows, and participatory sensibilities in Summer 2020." Paper presented at the meeting of the National Communication Association, Critical and Cultural Studies Division, New Orleans, LA.

*Ashby-King, Drew, Jeannette Iannacone, **Matthew Salzano**, Victoria Ledford, and Lindsey Anderson. 2022. "A Critical Examination of Communication Instructors' Use of Care-Based Pedagogies." Paper presented at the meeting of the National Communication Association, Instructional Development Division, New Orleans, LA.

2021 *Ledford, Victoria, and **Matthew Salzano.** 2021. "The Policy Think Piece: Instagram Activism Slideshow—Translating Argumentation and Communication Skills to Digital Civic Participation." Paper presented at the meeting of the National Communication Association, Great Ideas for Teaching division, Seattle, WA.

Salzano, Matthew. 2021. "Using Fiction to Renew Critique's Steam." Co-chair and participant in discussion panel presented at the 2021 annual meeting of the National Communication Association, Critical and Cultural Studies Division, Seattle, WA.

*Ashby-King, Drew, Alyson Farzad-Phillips, Victoria Ledford, Jeannette Iannacone, **Matthew Salzano** and Lindsey Anderson. 2021. "Critical Communication Pedagogy and Basic Course rubrics." Paper presented at the meeting of the National Communication Association, Basic Course Division, Seattle, WA. ***Top paper.**

*Farzad-Phillips, Alyson and **Matthew Salzano**. 2021. "Neoliberal Deliberation and the Faculty-less University in Netflix's 'Dear White People.'" Paper presented at the meeting of the Southern States Communication Association, Norfolk, VA (virtual).

2020 *__Salzano, Matthew__. 2020. "Digitizing fictocriticism: Inventing and intervening in the bath with ContraPoints." Paper presented at the meeting of the National Communication Association, Critical and Cultural Studies Division, Indianapolis, IN (virtual). ***Top paper panel**

*__Salzano, Matthew__ and Misti Yang. 2020. "Going off scripts: Queering emotional labor." Paper presented at the meeting of the National Communication Association, Communication and Rhetorical Theory Division, Indianapolis, IN (virtual).

Salzano, Matthew. 2020. "In/hospitable, not from a distance: conferencing, dissing, participating." Participant on panel *Hospitable to One's Own Demise* at the meeting of the Rhetoric Society of America, Portland, OR. *Conference canceled due to COVID-19.

Salzano, Matthew and Alyson Farzad-Phillips. 2020. "'Dear White People' and the Facultyless University." Paper was to be presented at the meeting of the Rhetoric Society of America, Portland, OR. *Conference canceled due to COVID-19.

Salzano, Matthew and Misti Yang. 2020. "Going off scripts: Neuroqueering emotional labor." Paper presented at the University of Maryland Graduate English Organization annual conference, College Park, MD.

2019 *__Salzano, Matthew__. 2019. "Lemons or *Lemonade*? Beyoncé, Killjoy style, and postfeminism." Paper presented at the meeting of the National Communication Association, Feminist and Women Studies division, Baltimore, MD. ***Top paper panel.**

*__Salzano, Matthew__. 2019. "Beyond Participation, Toward Disparticipation." Paper presented at the meeting of the National Communication Association, Baltimore, MD. ***Laureate, James L. Golden Award.**

Salzano, Matthew. 2019. "Disparticipating for survival." Participant on panel *The Women's March: Rhetorical Survival or Bust* at the meeting of the National Communication Association, Feminist and Women Studies division, Baltimore, MD.

*__Salzano, Matthew__ and Justin Eckstein. 2019. "The Bensenville Pause: Argumentation, Sound Figuration, and Local Sound Cultures." Paper presented at the biennial NCA/AFA Conference on Argumentation, Alta, UT.

*__Salzano, Matthew__. 2019. "Beyond participation, toward disparticipation." Paper presented at the biennial NCA/AFA Conference on Argumentation, Alta, UT.

Farzad-Phillips, Alyson, and **Matthew Salzano**. 2019. "'Dear White People,' Speech, and Scholarly Standards." Paper presented at the meeting of the Popular Culture Association, Academics and Collegiate Culture area, Washington, D.C.

2018 *__Salzano, Matthew__. 2018. "Queering Student Protest: 'Disparticipation.'" Paper presented at the meeting of the National Communication Association, GLBTQ Communication Studies Division, Salt Lake City, UT.

*__Salzano, Matthew__. 2018. "*The Social* Risk *Network*: Neurology and Natanson." Paper presented at the meeting of the National Communication Association, Argumentation and Forensics Division, Salt Lake City, UT. *__Top student paper panel__.

INVITED TALKS

2026 "Ethics, Trust, and Organizational Communication: Participatory AI and Public Relations" (with Drew Ashby-King), Rare Epilepsy Network stakeholder meeting – October 26

Q&A on AI and Social Change Communication (with Drew Ashby-King), Dr. Nneka Logan's Public Relations Theory and Practice class at Virginia Tech – October 26

Q&A on Disparticipation, Dr. Shawn Parry-Giles's COM711 Historical-Critical Methods class at University of Maryland – October 27

"Critical Concepts for Approaching AI," Honors Program Lecture Series, Farmingdale State College – March 9

2025 *Fall*

"AI & Communication Education: An Introduction for Fall 2025," Minnesota State University - Mankato, Department of Communication and Media – Aug. 21

"Balancing Engagement and Efficiency: Navigating AI in Advocacy and Social Change Communications" with Drew Ashby-King, Stories Change Power Webinar – Oct. 10 (link)

Various events at Auburn University – Oct. 28–31

"Should we train our students like machines?" (Public Lecture co-hosted by Caroline Marshall Draughon Center for the Arts & Humanities and the Biggio Center for the Enhancement of Teaching and Learning)

"Wrong Problems, Wrong Solutions: Three Critical Concepts for Approaching AI" (Biggio Center)

"Evaluating AI-generated content for Health Communication" (Lecture in Dr. Victoria Ledford's Health Communication class)

Spring

"On Training: Machine Learning and Democratic Participation," Keynote, AI and the Humanities: An Interdisciplinary Symposium, Illinois State University – April 16-18

"Rhetoric and AI," panelist with RhetAI Coalition, Rhetoric Society of America "RSA Remote" Webinar – April 25.

"AI and DEIA: Getting at the Roots," AI and Consciousness Affinity Group of the International Neuroethics Society speaker series – March 3

Panelist, "Teaching DEISJ—Intersections of AI and DEISJ," Webinar hosted by SUNY Center for Professional Development — March 28

2024 *Fall*

Panelist, "An Open Dialogue Between Students and Faculty: AI & College Writing," public event of the Stony Brook University Center for Excellence in Learning and Teaching – October 3

Respondent to Nancy Tomes, "Epidemics of Fear: Post-COVID Reflections on "Panic" as a Public Health Problem," Humanities Institute at Stony Brook Faculty Research Lecture – 5pm September 11

"AI and DEIA: Wrong Problems, Wrong Solutions," National Student Data Corps MasterClass series, hosted by the Northeast Big Data Innovation Hub at Columbia University – Aug 31 (link)

Spring

Expert Participant in Framework Team, "Training AlphaPersuade: A Framework for Ethical Persuasion in AI," Conference held February 2024 at the University of California, Irvine (link)

"AI in DEIA: Thinking Beyond Bias," Stony Brook University Library Diversity, Equity, Access and Inclusion Committee lecture series – 1 p.m. March 20 (SBU News coverage; Recording)

"How to Train Your Bot for Deliberation: Lessons from Twitter Bots," Humanities Institute at Stony Brook Faculty Research Lecture – 4:30pm April 2 (link)

"Using AI and Other Digital Tactics in Social Movements," in SOC309, Social Conflicts and Movements, taught by Manisha Desai, Stony Brook University

Invited Q&A on "Beyond Participation, Toward Disparticipation" in COM661, Communication and Social Change, taught by Carly Woods, University of Maryland

"AI and Advocacy," in WRT302, Authorship in the Digital Age, taught by Patricia Medved, Stony Brook University

Panelist, "AI Ethics in Teaching and Learning," public event of the Stony Brook University Center for Excellence in Learning and Teaching

2023 Invited lecture, "From Neoliberalism to Technoliberalism to Technoliberal Managerialism," in COMM652, Contemporary Rhetorical Theory, taught by Damien Pifster, University of Maryland.

2022 Invited Q&A, "Rhetorical Methods in 'Lemons or *Lemonade*? Beyoncé, Killjoy style, and Neoliberalism'" in COMM304, Communication Research Literacy, taught by Kristy Maddux, University of Maryland.

2021 Invited Q&A, "Beyond Participation, Toward Disparticipation: Contesting White Feminism at the 2017 Women's March" in COMM304, Communication Research Literacy, taught by Drew Ashby-King, University of Maryland.

"How to Train Your Bot for Posthuman Deliberation." Presentation given to the University of Maryland's Digital Studies in Arts and Humanities (DSAH) colloquium, in partial fulfillment of requirements for the graduate certificate in DSAH.

2020 Invited panelist and chair, "The Learning Community: A Culture of Scholarship and Teaching." Workshop hosted in the Communication department at the University of Maryland, College Park, MD.

Ledford, Victoria, **Matthew Salzano**, and Misti Yang. "Understanding Affect through Inter-sub-disciplinary Dialogue: How Rhetoric and Communication Science can Co-inform the Study of Human Emotion." Dialogue facilitated for the colloquium series in the Communication department at the University of Maryland, College Park, MD.

Invited workshop, "Can Twitter bots foster thoughtful inquiry?" Given at the Pacific Lutheran University Digital Humanities Lab, Tacoma, WA.

2019 Invited workshop, "Deliberative Bots." Presented for the colloquium series in the Communication department at the University of Maryland, College Park, MD. Resources available.

Invited lecturer on Cathy J. Cohen's "Punks, Bulldaggers, and Welfare Queens" in COMM 324, Communication and Gender, taught by Aya Farhat, University of Maryland.

Farzad-Phillips, Alyson, and **Matthew Salzano**. "'Dear White People,' Speech, and Scholarly Standards." Draft paper presented for the colloquium series in the Communication department at the University of Maryland, College Park, MD.

Invited lecturer on Kwame Anthony Appiah's *The Lies That Bind* in IHON 112, "Liberty, Power, and Imagination," taught by Dr. Arthur Strum, Pacific Lutheran University, Tacoma, WA.

2018 Co-convener with Arthur Strum, a series of three International Honors Conversation Hours entitled "Social Justice, Deliberative Democracy, and the University" at Pacific Lutheran University, Tacoma, WA, April–May 2018.

Co-facilitator with Arthur Strum, "A Conversation About Outrage and Deliberation," hosted by the South Puget Sound chapter of the Society of Philosophers in America (SOPHIA), at Pacific Lutheran University, Tacoma, WA, May 2018. One-sheet facilitation document available.

TEACHING EXPERIENCE

Courses I proposed and developed are starred (*) and *italicized* if not yet taught. Syllabi and descriptions are available on my website (link).

Stony Brook University

*COM635: AI, Communication, and Care**
*COM636: AI and Advocacy**
*COM518: Critical-Cultural Research Methods**
WRT614/COM546: Intersectionality and Media*
WRT302: Critical Writing Seminar: Artificial Intelligence and Advocacy*
COM346: Race, Class, and Gender in Media
COM306: Modes of Media Criticism
COM307: Critical Media Theory
*COM210: Responsible Media Making**
COM107: AI and Creativity

Pacific Lutheran University

IHON257SA: Digital Identities, Digital Politics*
COOP387: Living and Learning in Oxford*

University of Maryland

COMM398T: Selected Topics: Digital Culture and Civic Life*
HNUH238A: Deliberative Democracy (TA)* (with Shawn Parry-Giles)
COMM200: Critical Thinking and Speaking
COMM401: Interpreting Strategic Discourse (TA)
COMM107: Oral Communication: Practices and Principles

SERVICE

ADVISING AND MENTORING

2025–present Committee member, Maura Conley
Ph.D. Women's, Gender, and Sexuality Studies, Stony Brook University (Advisor: Lisa Diedrich, WGSS)

2025 Second reader, Amberlin Smith
"Romance from Page to Soundwaves: Ripping up the Marriage Contract and Reclaiming Authorship Through the Works of Jane Austen and Taylor Swift"
M.A. English, Stony Brook University (Advisor: Justin Omar Johnston, English)

Second reader, Kyleigh Retzlaff
"The Supernatural Ability of Fan Labor: Queer Activism and Collective Authorship"
M.A. English, Stony Brook University (Advisor: Simone Brioni, English)

Independent study, Jess X. Alexander
Completing manuscript: "'How Often Do You Think of the Roman Empire?' The Roman Legacy and American Masculinity"
M.A. English, Stony Brook University

2024 Capstone advisor, Allison Lamoureux
"How to Land a Science Communication Message: An analysis of SpaceX, NASA, and Orbital Science's responses to failure from a rhetoric of science and science communication lens"
***Winner, Outstanding Graduate Capstone Award (SoCJ)**
M.S. Science Communication, Stony Brook University

2023-24 Advanced Placement Research external mentor, Prabani S.
"High School Students Perspective of Advocacy on Instagram"
Half Hollow Hills High School East (Dix Hill, NY)

2022-23 Co-mentor, Andrew Lowe Mohammed
"Digitally Defining Reality: Hashtags, Memes, and Social Media in the Wake of January 6th"
McNair Scholars Program, University of Maryland

TO THE DISCIPLINE

Reviewing

Journals *Critical Studies in Media Communication* (ad-hoc, 2025 x2; Editorial Board 2026-28)

New Media & Society (ad-hoc, 2025)

Quarterly Journal of Speech (ad-hoc, 2023)

Rhetoric Society Quarterly (ad-hoc, 2025)

Women's Studies in Communication (ad-hoc, 2025)

Chinese Journal of Communication (ad-hoc, 2025)

Rhetoric, Politics, and Culture (ad-hoc, 2024)

Lateral: Journal of The Cultural Studies Association (ad-hoc, 2024)

Communication and Democracy (ad-hoc, 2023)

Feminist Pedagogy (ad-hoc, 2023)

Argumentation and Advocacy (Editorial Assistant, special issue on Sound Studies and Argumentation, edited by Justin Eckstein, 2018)

Grants — Waterhouse Family Institute Research Grants (2025–26)

Conferences — National Communication Association

- Argumentation and Forensics (2019–26)
- Critical and Cultural Studies (2020–26)
- Rhetorical And Communication Theory (2020–26)
- Association for the Rhetoric of Science, Technology, and Medicine (2020-26)

Rhetoric Society of America (2022, 24, 26)

Association of Internet Researchers (2022-24)

International Communication Association

- Communication and Technology Division (2024)
- Public Relations Division (2024)

Argumentation Network of the Americas (2024)

Volumes — Reviewer, *ChatGPT and Global Higher Education: Using Artificial Intelligence in Teaching and Learning* (eds. Xi Lin, Roy Y. Chan, and Shyam Sharma, 2023)

Editorial Assistant, Alta Argumentation Conference volume, *Local Theories of Argument* (ed. Dale Hample, 2019)

Committees

2024–Present — Co-Convenor, NYC Rhetorical Theory group and NYC-Rhetor listserv (link)

SBU Co-Lead, RhetAI coalition (link)

2026 — Task Force on Generative AI Policy
National Communication Association

2025-26 — Research challenge co-chair, RhetAI coalition

2024–26 — Cheryl Geisler Mentoring Award Selection Committee
Rhetoric Society of America

2024 Program Committee, "Argumentation and (In)Justice"
Argumentation Network of the Americas

2024 Cheryl Geisler Mentoring Award Selection Committee
Rhetoric Society of America

2021 Public Address Division Nominating Committee
National Communication Association

TO THE UNIVERSITY

Stony Brook University

2026–Present Advisory Board Member, Center for Changing Systems of Power

2025–26 Member, Undergraduate Curriculum Working Group, Department of Technology, AI, and Society (College of Engineering and Applied Sciences)

Member, SUNY IITG Faculty Community on AI & Academic Integrity (University)

Member, American Association of Colleges and Universities's Institute on AI, Pedagogy, and the Curriculum (University)

Member, AI Teaching and Learning Advisory Council (University)

Lead Author, Department of Communication Peer/Aspirational Peer department research (Department)

Member, SoCJ Dean Search committee

2024–26 Member, Generative AI Coordination and Communication Work Group (University)

2025 Module co-creator, AI and You Pop-up Course (University)

Reviewer, Presidential Mini-Grants (University)

Member, adjunct search committee (Department)

Member, Communications manager search committee (SoCJ)

Member, faculty search committee for PRODIG+ Fellow in Critical AI (SoCJ/Libraries)

Presenter and co-author of proposal to form Department of Communication (SoCJ)

2024 Member, Provost's Committee on AI Research & Application (University)

Member, Provost's Committee on Writing, Rhetoric, and Communication (University/Department)

Member, Committee on interdisciplinary minor in Digital Intelligence (College of Arts and Sciences)

Member, COM100 Adjunct Search Committee (Department)

2023-24 B.A. in Writing and Rhetorical Studies - Program Development Committee
School of Communication and Journalism & the Program in Writing and Rhetoric
Developed and/or revised syllabi for COM100: Introduction to Communication, WRT220: Rhetoric and Culture, WRT376: Digital Rhetorics, and COM414: Studies in Visual Culture; participated in external review of programs

2023 Co-Chair (on behalf of Program in Writing and Rhetoric), 2023 SUNY Council on Writing Conference: "Writing, Thinking, and Learning with AI: Exploring Relationships of Rhetoric and Artificial Intelligence" (CFP)

University of Maryland (selected)

2021-22 Chair, Chelóna Rhetoric Society of America Chapter, University of Maryland, 2020-2022

Convenor, 2021 Chelóna RSA Summer Seminar. 10-week summer seminar designed and taught in collaboration with University of Maryland graduate students. (link)

Co-convenor (with Aya Farhat), 2020 Chelóna RSA Summer Seminar. 12-week summer seminar designed and taught in collaboration with University of Maryland graduate students. (link)

2020-21 Vice President and student chair of Graduate Student Advisory Committee to the Department Chair, COMMGrads student government, May 2020–May 2021

Member, COMM200 Critical Thinking and Speaking curriculum working group, January 2021.

Co-convenor, Graduate Student Anti-racist Pedagogy Training working group, Summer/Fall 2020

2019–21 Graduate student member, College of Arts and Humanities Civic Maryland initiative committee

PROFESSIONAL MEMBERSHIPS

National Communication Association (NCA), Rhetoric Society of America (RSA), Association of Internet Researchers (AoIR)