Brent Yergensen, Ph.D.

Chair, Department of Communication The University of Texas at Tyler Tyler, TX 75799

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Chair, Department of CommunicationJuly 2022-Present

The University of Texas at Tyler

Director of Evening Education Dec. 2017-April 2018

Utah Tech University, Organizational Leadership Evening Program

University Curriculum Chair Aug. 2017-May 2018

Utah Tech University Office of the Provost

Associate Dean, Division of Communication July 2015-Dec. 2017

Utah Tech University

Chair, Department of Communication May 2011-June 2015

Utah Tech University

Lead Fundraising Officer Sept. 2009-Aug. 2016

Boy Scouts of America, Lincoln, NE and St. George, UT

Faculty Appointments

Associate Professor of Communication 2022-Present

The University of Texas at Tyler (tenured) (full professor rank review in final stages)

Associate Professor of Communication 2018-2022

BYU-Hawaii

Associate Professor of Communication Studies 2016-2018

Utah Tech University (tenured)

Assistant Professor of Communication Studies 2010-2016

Utah Tech University

Education

Doctor of Philosophy 2011

University of Nebraska—Lincoln, Communication

Dissertation: "Secular Salvation: Sacred Rhetorical Invention in the String Theory

Movement"

Advisor: Ronald Lee, Committee: Kathleen

Krone, Damien Pfister

Master of Arts 2006

Eastern Illinois University, Communication

Thesis: "Cinematic Scripture: The Structure and Usage of *The Lord of the Rings* as

Equipment for Living"

Advisor: Shane Miller, Committee: Melanie

Mills, Olaf Hoerschelmann

Bachelor of Science 2004

Idaho State University, Speech Communication

Certification 2015

Cornell University, Executive Leadership

Research

Book in Progress

Yergensen, B. 9 rules for the intellect: Answers for an age of anger.

Refereed Journal Articles Published and Forthcoming

- Yergensen, B. (2024). Popular narratology as the swivel of death's door: Rhetoric as transition and transcendence. *Communication Quarterly*, 72(3), 233-253. https://doi.org/10.1080/01463373.2024.2325349 (Lead article)
- Yergensen, B. (2024). Marginalizing mortality: The fight against death as the communicative cultural condition. *Review of Communication*, 24(2). https://doi.org/10.1080/15358593.2024.2370375
- Yergensen, B. (2024). The Final Girl as cinematic Red Riding Hood: Culinary weapons, religious deliverance, and Trump culture. *Quarterly Review of Film and Video*. (forthcoming)
- Yergensen, B. (2024). Theodor Adorno's negative dialectics in digital theology: The visceral narratology of metaphor and personification. *Journal of Communication and Religion 47*(1). (forthcoming)
- Yergensen, B. (2024). The futurologist's priestly voice: Technology and the pursuit of immortality. *Mortality*. (forthcoming)

- Yergensen B. (2024). *The Batman* and the redemption of first responders: The culmination of a rhetoric of rescue during covid, Trump, and protest. *Northern Lights: Film and Media Studies Yearbook (Journal)*, 22(1), 27-43. https://doi.org/10.1386/nl_00046_1
- Yergensen, B. (2024). The elusive killer in didactic cinema: Conceptualizing Munch-ian art and Adorno's negative dialectics in horror. *Canadian Review of American Studies*, 54(2), 133-152. https://doi.org/10.3138/cras-2024-002
- Yergensen, B. (2024). Rhetorics of employee empowerment in *Ad Astra*: Scientific ambition and the familial costs of emotional labor. *Journal of Science & Popular Culture*. (forthcoming)
- Yergensen, B. (2024). Robin Hood in a casino: Perfecting vigilante justice in *Ocean's* cinematic rhetoric in post 9/11America. *Journal of Criminal Justice and Popular Culture*, 24(1), 55-71. https://static1.squarespace.com/static/5b0ee82df793927c77add8b6/t/65e3b9b43eb087584df7a102/1709423029207/Yergensen-Robin-Hood-in-a-Casino-JCJPC-24-1.pdf
- Yergensen, B. (2023). Sovereignty, Brexit, and *Dunkirk*: Winston Churchill's "Fight Them on the Beaches" speech as nationalist memory. *Film & History*, *53*(1), 31-44. https://doi.org/10.1353/flm.2023.a903046
- Yergensen, B. (2023). Resistive reviews and early cancel culture: Delegitimation and *The Chronicles of Narnia*. *Atlantic Journal of Communication*, *32*(5). https://doi.org/10.1080/15456870.2023.2226786
- Yergensen, B. (2023). The devil as doppelganger: Instinctual faith and the exhausted rant of evil in *Last Days in the Desert. Journal of Religion, Film & Media*, 9(1), 157-171. https://doi.org/10.25364/05.9:2023.1.8
- Yergensen, B. (2023). Competition on the origins of life and the scientific oratory tradition: Polarizing evolution and its instinctual faith in *Prometheus*. *New Explorations: Studies in Culture & Communication*, 3(1). https://jps.library.utoronto.ca/index.php/nexj/article/view/40620
- Yergensen, B. (2023). The aesthetic pragmatism of M. Night Shyamalan: Rhetorical interludes as cinematic structure. *Americana: The Journal of American Popular Culture, 1900-Present, 22*(1). https://americanpopularculture.com/journal/articles/spring_2023/yergensen.htm
- Yergensen, B., & Church, S. H. (2023). The rhetorical interlude in Alfonso

- Cuarón's *Gravity*: Suggesting a model for examining rhetorical discourse in film. *Dialogue: The Interdisciplinary Journal of Popular Culture and Pedagogy, 10*(1), 6-20. http://journaldialogue.org/issues/v10-issue-1/the-rhetorical-interlude-in-alfonso-cuarons-gravity-suggesting-a-model-for-examining-rhetorical-discourse-in-film/ (Lead article)
- Yergensen, B. (2023). The diversified senex of science and the digital turn: *Star Wars, The Matrix,* and the wisdom of Neil deGrasse Tyson. *The Northwest Journal of Communication, 50*(1), 137-164.
- Yergensen, B. (2023). Ideological window dressing: Advertising Superman cinema for religious audience in post 9/11 America. *Utah Journal of Communication*, *I*(1), 18-27. https://doi.org/10.5281/zenodo.7796439
- Yergensen, B. (2022). From sexuality to history: Dracula's means of control in Elizabeth Kostova's *The Historian*. *Studies in Popular Culture*, 44(1), 87-101. https://www.jstor.org/stable/27204057
- Church, S. H., Halverson, A., & Yergensen, B. (2022). Music technologies and AirPods: Adorno as media ecologist. *Explorations in Media Ecology*, 21(2), 251-269. https://doi.org/10.1386/eme_00132_1
- Yergensen, B., & Church, S. H. (2022). The rhetorical interlude as foreshadow and strategy: *The 'Burbs* and defeating horror villains at the end of the Cold War. *Popular Culture Studies Journal*, *10*(1), 278-294. https://www.mpcaaca.org/pcsj-volume-10-number-1
- Yergensen, B. (2022). Enraptured by nature's fury in *The Day After Tomorrow*: Deleuze's movement-image and the George W. Bush era of global warming denial. *Journal of Visual Political Communication*, 8(1), 67-86. https://doi.org/10.1386/jvpc_00012_1
- Yergensen, B. (2022). Coronation in physics: String theory and the pursuit of the Theory of Everything. *Journal of Religion & Society, 24*(1). https://cdr.creighton.edu/server/api/core/bitstreams/21ffc582-dc99-4d46-9310-a7780468bc0a/content
- Yergensen, B. (2021). Pursuing a rational religion: Vernacular science rhetoric as the link between humanity and God in Enlightenment Europe. *The Northwest Journal of Communication*, 49(1), 9-34. (**Lead article**)

- Yergensen, B. (2021). The Holy Grail of physics: Division and unification in the string theory movement. *The Midwest Quarterly*, 63(1), 24-36.
- Yergensen, B. (2007). The rhetorical interlude: Examining key film speeches in cultural/historical context. *Journal of the Communication, Speech & Theatre Association of North Dakota*, 20(1), 21-29.
- Yergensen, B. (2006). Cultural interpretations of fantasy film: *The Lord of the Rings* as Christian 'equipment for living.' *Ohio Communication Journal*, 44(1), 151-171.

Under Review

- Yergensen, B. Death, racial violence, and abusive economics: The communal organizing of Emmett Till's open casket. Manuscript submitted to *Western Journal of Communication*.
- Yergensen, B. Rhetorical leadership and the communicative impulse for survival: Literary and legendary war oratory as response to death. Manuscript submitted to *Clio: A Journal of Literature, History, and the Philosophy of History*.
- Yergensen, B. Activist rhetorical visions and the trajectory toward religious severance: Inflection points, policies, and celebrity influencers.

 Manuscript submitted to *Endless: International Journal of Future Studies*.
- Yergensen, B. Media spectacle as political epistemology: The real-time construction of presidential impeachment. Manuscript submitted to *New Explorations: Studies in Culture & Communication*.
- Yergensen, B. Enticement, demons, and deliverance: Goethe and American transcendence. Manuscript submitted to *American Gothic Studies*.

Book Chapters

- Yergensen, B (2015). The need for communicative wisdom in an age of workplace democracy. In K. Vaidya (Ed.) *Communication for the curious: Why study communication?* Canberra: Curious Academic Publishing.
- Yergensen, B. (2009). Exploring science as salvation in apocalyptic films. In K. Hart, & A. Holba (Eds.), *Media and the apocalypse* (pp. 153-166). New York: Peter Lang Publishing.

Awards and Recognitions

Faculty Recognition Award BYU-Hawaii Faculty of Arts & Letters for excellence in teaching and service	Spring 2020
Distinguished Service Award Utah Tech University—competitive, annual campus-wide award (awarded in 2018 for excellence in changes implemented while chairing the Provost's Office University Curriculum Committee)	2018
Teacher of the Year Utah Tech University Division of Communication	2015-16
Second Miler Award Boy Scouts of America award for fundraising leadership	2013
Teacher of the Year Finalist Utah Tech University annual campus-wide competition	2010-11
Top Paper Association for the Rhetoric of Science and Technology, National Communication Association	2011
Recognition for Contributions to Students University of Nebraska—Lincoln Teaching Council and UNL Parents' Association	2009 I
2nd Place, Martin Luther King Jr. Day Essay University of Nebraska—Lincoln campus-wide competition	2008
Favorite Professor Luncheon Recognition Eastern Illinois University Student Affairs	2005
Top 3 Student Paper Media Studies Division, Central States Communication Association Conference	2005
Distinguished Graduate Student Award Eastern Illinois University Graduate School	2005
Outstanding Graduate Student Award	2005

Eastern Illinois University Department of Communication

Highlighted Service

Graduate Thesis and Project Committees

Jennifer Worley Fall 2024

"Lyrical Content of Formulary Country music: The Grassroots Spin-off Texas Red Dirt Music"

Department of Communication

Pamelia Adams Summer 2024

"An Ethnographic Reflection on the Rhetoric of

Martin Luther King, Jr."

Department of Communication

Jhonniece Meeks Spring 2024

"Enhancing Graduate Employability through Work-Integrated Learning: Practical Strategies and Best

Practices"

Department of Communication

Mark Griffin Spring 2024

"Inoculant to Influence: Kenneth Burke and Walter Fisher's Rhetorical Theories as a Framework for Engaging in Forms of Critical Citizenship"

Department of English

Kelley Connor Fall 2023

"Artificial Intelligence in Departments of

Communication"

Department of Communication

Campus

Search Chair, Literature and Languages Department Chair

UT-Tyler College of Arts and Sciences Summer 2024

Degree Completion BAAS Advisory CommitteeSummer 2024-Present

UT Tyler Office of the Provost

Fellow, Quality Enhancement Plan Fall 2023-Spr. 2025

UT-Tyler Office of the Provost

Search Committee Member

Spring 2024

Art Department Chair Search Committee, UT-Tyler

Faculty Trainer

June 2023

Rank and Promotion Interfolio Software, UT-Tyler Chairs' Council

Provosts' Office Interfolio Migration Taskforce

Jan. 2023-June 2023

UT-Tyler consolidation and migration of tenure and rank evaluation systems into Interfolio software

Presenter, UT-Tyler Graduate School Recruitment

June 2023

UT-Tyler Communication M.A. Production

Presenter

UT-Tyler Chairs' Council

August 2022-Present

UT-Tyler monthly chairs' meeting dedicated to faculty, student, and staff leadership needs.

University Council

August 2022-Present

UT-Tyler monthly executive meeting dedicated to university events, data, and upcoming events.

Tenure and Promotion Review Committee

August 2022-Present

UT-Tyler College of Arts and Sciences

Riter Professorship Evaluation Committee

Fall 2023

UT-Tyler College of Arts & Sciences

Curriculum Evaluation Committee

Fall 2023-Spr. 2024

UT-Tyler Quality Enhancement Plan College of

Arts and Sciences

Assessment Committee

Fall 2022-Present

UT-Tyler Department of Communication

Recorded Presenter

November 2022

UT-Tyler First Generation Student Media

Campaign

Colloquium Presenter

September 8, 2022

UT-Tyler Department of Communication Research

Colloquium, "Theodor Adorno's Negative

Dialectics and Horror Aesthetic: Unsettling Endings

as Cinematic Quality."

Presenter, Freshmen Orientation

July 29, 2022

UT-Tyler College of Arts

Presenter, Freshman Orientation

July 22, 2022

UT-Tyler College of Arts and Sciences

Pedagogy Trainer

March 2022

BYU-Hawaii Center for Learning and Teaching, "Reactive Simulation Learning: Turing Your Classroom into a Courtroom, and the Case of Propaganda in Simpleville."

Reviewer, Undergraduate Research Proposal

Winter 2022

BYU-Hawaii College of Arts & Letters

Moderator, Research Conference

March 31, 2022

BYU-Hawaii Undergraduate Panel, "Representing Culture: Narrative Depictions of Cultural Identity."

Internship Coordinator

May 2018-June 2022

BYU-Hawaii Communication, Media and Culture Program

Panelist, National Endowment for the Humanities

May-June 2020

Fellowships Media & Technology Area, evaluation and designation of \$4.6 million in research grants

Search Committee Member

Spring-Winter 2021

BYU-Hawaii Library Faculty

Asia Pacific Conference Committee

Fall 2018-Spr. 2020

BYU-Hawaii Arts and Letters Campus Representative

Discipline

Reviewer Summer 2023-Present

Journal of Religion, Film, and Media

Journal Editorial Board March 2023-Present

New Explorations: Studies in Communication &

Culture

Journal Editorial Board

March 2023-Present

Utah Journal of Communication

Reviewer June 2018-Present

Northwest Journal of Communication

Community

Speaker, East Texas Leadership Summit

April 19, 2024

"Understanding and Using Artificial Intelligence: Challenges and Opportunities," Tyler, TX.

Podcast Guest July 28, 2023

UT Tyler Radio/KVUT Podcast Guest, "Understanding the Potential Impact of Artificial Intelligence on Communication and Media," https://kvut.org/130875/2023/07/28/brent-yergensen-understanding-the-potential-impact-of-ai-on-communication-and-media/.

Podcast Guest October 22, 2020

BYU-Hawaii Student Podcast, DT Talks episode, "Get to Know Your Professor," https://www.buzzsprout.com/1132784/episodes/6025180

Youth Sports Coach

2010-2015

Coached youth baseball, basketball, and football in Ivins, UT, focusing on skill development, teamwork, and sportsmanship.

Conference Presentations

(Papers marked with an * were competitively selected)

*Yergensen, B. (2023, April). Sovereignty, Brexit, and Dunkirk: Winston Churchill's "Fight Them on the Beaches" speech as public memory.

Popular Culture Association Communication & Digital Culture Area, San Antonio.

*Yergensen, B. (2022, April). Competition on the origins of life and the American scientific oratory tradition: Hypermasculine evolution and instinctual faith in Prometheus. Popular Culture Association Religion and Culture Area, Virtual.

- *Yergensen, B. (2020, February). *Keen on the killer: The 'Burbs and interlude as warning*. Southwest Popular/American Culture Association, Albuquerque.
- Yergensen, B. (2020, February). Panelist, The Shining, *on its 40th anniversary*. Southwest Popular/American Culture Association, Albuquerque.
- *Church, S. H., Yergensen, B., & Granata, P. (2019, June). *Music and AirPods: Adorno as media ecologist*. Media Ecology Association, Toronto.
- *Yergensen, B. (2017, April). Evil's desire: Dracula, Lacan, and rationality in postmodern culture. *Popular Culture Association Vampire in Literature, Culture, and Film Division.* San Diego, CA.
- *Yergensen, B. (2016, November). Negative dialectics, the currant bush, and mediated theology as non-representation. *Latter-day Saint Media Studies Symposium*, Laie, HI.
- *Yergensen, B. (2016, March). Complicating the hero's quest: Father's absence and aid in the supernatural television drama. *Popular Culture Association Men and Men's Studies Division*, Seattle, WA.
- *Yergensen, B. (2014, April). Understanding vernacular science through the Plato-Aristotle debate: The case of invention and translation. *Northwest Communication Association Rhetorical Theory and Criticism Division*, Coeur d'Alene, ID.
- *Yergensen, B. (2014, April). Creating the political conscience: Extending Murray Edelman's ideas on the nature of political news. *Northwest Communication Association Media Studies Division*, Coeur d'Alene, ID.
- Yergensen, B, (2013, February). Adorno's Negative Dialectics: His purpose and method. Western States Communication Association Communication Theory and Research Division. Reno, NV.
- *Yergensen, B. (2011, November). The holy grail of physics: String theory and the pursuit of unification. *National Communication Association Association for the Rhetoric of Science and Technology*, New Orleans, LA. **Top Paper**
- *Yergensen, B. (2011, February). Emphasizing division, establishing guilt:

- Creating the symptom in the string theory movement. Western States Communication Association Rhetoric and Public Address Interest Group. Monterey, CA.
- *Yergensen, B. (2009, November). Popularization of science and the string theory movement. *National Communication Association Research in Progress Round Table*. Chicago, IL.
- *Yergensen, B. (2009, April). Environmental rapture: Deleuze's movementimage amidst environmentalism's prophesied catastrophe. *Central States Communication Association Graduate Caucus*. St. Louis, MO.
- *Yergensen, B. (2009, April). "The question of Burke's ethics" revisited: Burkean Marxism and the critique of materiality. *Central States Communication Association Kenneth Burke Society*, St. Louis, MO.
- *Yergensen, B. (2009, April). The international council for science [union]: A case study of the organizational communication of globalizing science. Central States Communication Association Organizational and Professional Communication Division, St. Louis, MO.
- *Yergensen, B. (2008, November). Scientizing criticism: The "abuse of casuistry" and contradictory organizational discourses of the childcare action project. *Association for the Rhetoric of Science and Technology*, San Diego, CA.
- *Yergensen, B. (2008, November). "Rational religion": Popular science literature as the cognitive link between mankind and God in enlightenment Europe. *American Society for the History of Rhetoric Symposium*. San Diego, CA.
- *Yergensen, B. (2008, January). The Hero is But Welcome on Troubled [Minds]': Martin Luther King, Jr.'s Philosophy and the Challenge of Mental Transformation. *University of Nebraska—Lincoln Martin Luther King Essay Contest*. Lincoln, NE.
- *Yergensen, B. (2007, November). I have an epiphany! The sexist structure of problem solving heroes in Shyamalan's plot twisting supernatural thrillers. *National Communication Association Semiotics Division*, Chicago, IL.
- Yergensen, B. (2007, November). Cinematic scripture: Ethical crisis in using

- fantasy as equipment for militant ideology. *National Communication Association Kenneth Burke Society*, Chicago, IL.
- Yergensen, B. (2007, November). Christian window dressing: Advertising secular movies for the religious audience. *National Communication Association American Studies Division*, Chicago, IL.
- *Yergensen, B. (2006, November). The wise old man: Diversifying the archetype in science fiction. *National Communication Association Association for Psychoanalysis*. San Antonio, TX.
- *Yergensen, B. (2006, April). The holistic hero: The new rhetoric of heroism found in *Spider-Man 2. Central States Communication Association Media Studies Competitive Paper Division*, Indianapolis, IN.
- *Yergensen, B. (2006, April). 'Ringing' America, Iraq, and terrorists: Using Burke to discover equipment for (argu)ing. Central States Communication Association Kenneth Burke Society Competitive Paper Division, Indianapolis, IN.
- *Yergensen, B. (2006, April). New mediums in researching the sublime and the fascination of horror film. *Central States Communication Association Rhetorical Theory and Criticism Division*, Indianapolis, IN.
- *Yergensen, B. (2005, April). Samwise Gamgee's structure and word choice in *The Two Towers. Central States Communication Association Media Studies Division*, Kansas City, MO. **Top 3 Student Paper**
- *Yergensen, B. (2005, April). A Beautiful Mind, dramatism, and relationships. Central States Communication Association Kenneth Burke Division, Kansas City, MO.
- *Yergensen, B. (2005, April). Effective lecturing in the communication classroom. *Central States Communication Association Communication Education Division*, Kansas City, MO.
- *Yergensen, B. Jesuit education and the rhetorical tradition. Paper accepted at the 2004 American Society for the History of Rhetoric Conference, Chicago, IL.

- *Yergensen, B. (2004, April). A look at the rhetoric of Adolf Hitler through the lens of Ciceronian style. *Northwest Communication Association Rhetorical Theory and Criticism Division*, Coeur D' Alene, ID.
- *Yergensen, B. (2004, April). To be or not to be? That is America's question.

 Northwest Communication Association Rhetorical Theory and Criticism Division, Coeur D' Alene, ID.
- *Yergensen, B. (2003, April). The Jesuits and their contribution to rhetorical theory. *Northwest Communication Association Rhetorical Theory and Criticism Division*, Coeur D' Alene, ID.

Teaching Experience

(UTT=UT-Tyler, BYUH=BYU-Hawaii, UTU=Utah Tech University, UNL=University of Nebraska-Lincoln, EIU=Eastern Illinois University)

Communication Praxis Courses

Public Speaking (UTT, UTU, EIU)

Practice in speech analysis, planning, and delivery techniques.

Business and Professional Communication (UNL)

Practice speaking in business settings with focus on negotiation, interaction, and public presentation skills.

Persuasion (UTU)

Practice using classical and contemporary persuasion techniques for professional presentations.

Fundamentals of Human Communication (UTT, UNL)

Practice communicating clearly and professionally in business, public, and interpersonal settings.

Critical Thinking and Communication (UTU)

Application and analysis of debate and argumentation techniques.

Voice and Civility in Public Discourse (UTU)

Practice advocating in an ethical and effective manner on social issues.

Communication Principles of Mentorship (UTU)

Study and practice of interpersonal leadership, coaching, and decision-making techniques.

Leadership and High Performance Teams (UTU)

Practice directing organizations with focus on collaborative planning and personnel motivation techniques.

Communication and Conflict (BYUH, UTU)

Exercise in mediating, brainstorming, and applying resolution techniques in conflicting situations.

Organizational Communication (BYUH)

Exercises in navigating organizational dynamics, problem solving, and representing organizations.

Interpersonal Communication (UTU)

Practice applying effective interpersonal sensitivity and listening skills.

Small Group Communication (UTU)

Practice participating in group development, team culture, and professional problem solving.

Communication and Culture Courses

Introduction to Communication (UTT, UNL)

Introduction to Communication disciplines and theories.

Organizational Communication (graduate level, UTT)

Graduate level survey of Organizational Communication theory and research.

Communication Research Methods (graduate level, UTT)

Graduate level exploration of social scientific and interpretive research methods.

Issues in Global Communication (BYUH)

Exploration of global media, and economic and cultural conflicts.

Communication and Popular Culture (BYUH)

Study of social and critical theories applied to popular culture.

Intercultural Communication (UTU)

Study of cultural traditions, communication styles, and histories.

Media and Society (BYUH, UTU)

Overview of media history, technological developments, and effects on society.

Introduction to Public Discourse (UNL)

Study of key figures and events in oratorical history.

Rhetoric and Public Communication (UTU)

Exploration of the history, theories, and role of rhetoric in culture.

Rhetorical Analysis (UTU)

The study and application of rhetorical analysis theories in contemporary media.

Communication and Contemporary Public Discourse (UTU)

Study of contemporary issues focusing on journalistic and narrative styles of media coverage.

Senior Seminar (BYUH, UTU)

Student-chosen capstone projects in applied and research contexts.

Communication Research (UTU)

Study of the paradigms and theorists in the history of the Communication discipline.

Directed Study: Social Theory (UTU)

Study of European philosophy in historical and contemporary communication contexts, with particular focus on the Frankfurt and Birmingham schools, and postmodernism.