

# Steven Fraiberg

Michigan State University  
Department of Writing, Rhetoric, and American Cultures  
252 Bessey Hall  
East Lansing, MI 48824

Office phone: (517) 884-3885  
Cell phone: (248) 797-6187  
Email: sfraibe2@msu.edu  
www.sfraiberg.com

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## Academic Appointments

### Michigan State University

Assistant Professor, Writing, Rhetoric, and American Cultures, 2011 to Present  
Affiliations: Jewish Studies Program and Global Studies Program

Visiting Assistant Professor, Residential College in the Arts and Humanities, 2009 to 2011

### University of Michigan

Lecturer, Program in Technical Communication, 2001 to 2004

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## Education

### University of Illinois at Urbana-Champaign

Ph.D. in English with a concentration in Writing Studies, 2009

Dissertation - English, Israel, and Globalization: A Sociohistoric Study on Language and Cultural Shift in Israeli Society

### Rensselaer Polytechnic Institute

Technical Communication, M.S., 1995

### University of Michigan

English, B.A., 1992

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## Honors and Awards

MSU Lilly Teaching Fellowship, 2017, \$16,000

MSU Creating Inclusive Excellence Grant, 2017, \$30,000 (Co-investigator)

CAL Undergraduate Research Initiative, 2013-2017, \$1,430, \$900, \$1,300, \$1000, \$500

Conference on College Composition Research Initiative Grant, 2013, \$9,963.75

College of Arts and Letters (CAL) Research Award, 2013, \$3,000

Humanities and Arts Research Program (HARP) Development Grant, 2013, \$23,750

College of Arts and Letters (CAL) Research Award, 2012, \$3,000

English Department Fellowship, UIUC, 2008-2009. \$9,000.

Travel Grants, English Department, UIUC, 2008. \$125, \$100.

Humanities Fellowship, English Department, UIUC, 2007. \$6,200.

Special Field Exams, Passed with Distinction, 2006.

Travel Grant, Graduate Fellowship Office, UIUC, 2006. \$5,000.

Graduate Fellowship, English Department, UIUC, 2004. \$10,000.

Graduate Fellowship, Rensselaer Polytechnic Institute, 1993. \$5,000.

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## Publications

### Book

*Inventing the World Grant University: Chinese International Students' Mobilities, Literacies, and Identities.* (Co-authored with Xiaoye You and Xiqiao Wang). Logan: Utah State University Press, 2017.

### Journal Articles

- "Pretty Bullets: Tracing Transmedia/Translingual Literacies of an Israeli Soldier across Regimes of Practice." *College Composition and Communication*. 69.1. (2017): 87-116. Print.
- "Start-up Nation: Studying Transnational Entrepreneurial Practices in Israel's Start-up Ecosystem." Spec. issue of *Journal of Business and Technical Communication*. 33.1. (2017): 350-388. Print.
- "Pedagogizing Translingual Practice: Prospects and Possibilities." (Co-authored with Peter DeCosta, Jyotsna Singh, Esther Milu, Xiqiao Wang, Suresh Canagarajah). *Research in the Teaching of English*. 52.3. (2017): 464-472. Print.
- "Weaving Relationship Webs: Tracing how IMing Practices Mediate the Trajectories of Chinese International Students." (Co-authored with Xiaowei Cui). *Computers and Composition*. 39.1. (2016): 83-103. Print.
- "Outsmarting the Nation, Together: Subversive Virtual Fraternity in the Israeli Men's Magazine Blazer." *Israel Studies Review*. (Co-authored with Danny Kaplan). 30.1 (2015): 83-103. Print.
- "Re-assembling Technical Communication: Mapping out a Framework for Studying Multilingual-Multimodal Practices in the Context of Globalization." Spec. issue of *Technical Communication Quarterly*. 22.1 (2013): 10-27. Print.
- \* Nominated for NCTE Best Original Collection of Essays in Scientific and Technical Communication
- "A Multilingual and Multimodal Framework for Studying L2 Composing." (Co-authored with Xiaoye You). *EFL Teaching and Research*. 35.3 (2012): 263-70. Print.
- "Composition 2.0: Toward a Multilingual and Multimodal Framework." Spec. issue of *College Composition and Communication*. 62.1 (2010): 100-126. Print.
- \* Reprinted in *Multimodal Composition: A Critical Sourcebook*. Ed. Claire Lutkewitte. New York: Bedford St. Martin's Press. 2014. 497-516.
- "Military Mashups: Remixing Literacy Practices." Spec. issue of *Kairos: A Journal of Rhetoric Technology, and Pedagogy*. 14.3 (2010). Web.

### Edited Collections

- "'Shock You Chocolate': Mobilizing Translocal Networks in a First Year Writing Course." (Co-authored with Xiqiao Wang and Keying Wen). *Cross-Language Communication and the Academy: Re-thinking Orientations*. Eds. Beatrice Quarshie Smith and Nancy DeJoy. Ann Arbor: University of Michigan Press, 2017. 136-166. Print.

### Forthcoming and In Press

- "Multilingual and Multimodal Practices at a Global Startup: Toward a Spatial Approach to Language and Literacy in Professional Contexts." *Journal of English for Specific Purposes*. (Accepted pending minor revisions)

### Conference Proceedings

- "Fostering Dialogue between Technical Communicators and Engineers." *Proceedings in 50th Annual STC Conference*. Dallas, TX. May, 2003. 168-169. Print.
- "Designing a Writing across the Curriculum Program at the University of Michigan's College of Engineering." (Co-authored with Mimi Adam). *Proceedings of the IEEE International Professional Communication Conference*. Portland, OR. September, 2002. 530-537. Print.

## **Blogs and STC (Society for Technical Communication) Newsletters**

- "Globally Distributed Knotworks: Towards a Multilingual and Multimodal Framework." *Beyond a 'Single Language/Single Modality' Approach to Writing*. Ed. Laura Gonzales. DRC Digital Rhetoric Collaborative. 2014. Web.  
<http://www.digitalrhetoriccollaborative.org/category/conversations/blog-carnival/blog-carnival-5>
- "Can You Teach Someone to Write?" *Tech Comments*. 9.1 (1999): 9. Print.
- "Put Your Writing to the Test." *Tech Comments*, 28.7 (1999): 6. Print.
- "Readability Formulas: Measuring the Readability of Your Words." *Tech Comments*. 27.10 (1998): 6-7. Print.

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## **Presentations**

### **Invited and Featured**

- "Inventing the World Grant University: Tracing Transliterations of Transnational Students Across Global Eduscapes." Symposium on Translanguage, Transliterations, and Transmodality. Center for Writing Studies at University of Illinois at Urbana-Champaign. Urbana-Champaign, IL. October, 2017.
- "Startup Nation: Mapping the Cultural and Geographic Landscape in Israel's Startup Ecosystem." Jewish Studies Panel on "Startup Nation: The Context, the Cultural Geographic Landscape, and the Israeli Infotech Migrants in Silicon Valley and Beyond." East Lansing, MI. January, 2017.
- "Knotting Together Relationship Webs (人际关系网): Tracing Translingual (-modal) Practices across Global Eduscapes." Linguistics and Languages Roundtable. East Lansing, MI. April, 2016.
- "Cosmopolitanism on Campus: Weaving Relationship Webs (人际关系网) Across Translocal Contexts. Invited Speaker. Global Asias 3 Conference. University College, PA. April, 2015.
- "Tracing Translingual/Transmodal Practices Across Global Eduscapes." First Friday WRAC Research Brown Bag. East Lansing, MI. November, 2015.
- "Convergence Culture: Locating Local Multilingual-Multimodal Practices in Global Contexts." Featured Speaker. Conference on Writing Education Across Borders. University College, PA. September, 2011.
- Qualitative Research Network. Facilitator on research section titled "Researching Transnational Issues." Atlanta, GA. Conference on College Composition and Communication. April, 2011.
- "Re-assembling Composition: Towards a Multilingual-Multimodal Framework." Featured Speaker. Thomas R. Watson Conference in Rhetoric and Composition. University of Louisville. Louisville, KY. October, 2010.
- "Classroom as Kibbutz: Ritual Exchange in the Israeli Classroom." Anthropology Department Brownbag, Michigan State University. Lansing, MI. November 2008.

### **Conference Presentations**

- "Startup Nation: Studying Transnational Literacy Practices in Israel's Startup Ecosystem." (Panel: Xiaoye You, Kevin Roozen, Paul Prior). Conference on College Composition and Communication. Portland, OR. March, 2017.
- "Traversing Global Eduscapes: Mapping out a 'Mobile Framework' for Tracing Transliteration Practices." (Panel: Xiaoye You, Xiqiao Wang). Watson Conference. Louisville, KY. October, 2016.
- "Startup City: Studying Transnational Entrepreneurial Practices in Tel Aviv's Startup Ecosystem." Cultural Rhetorics Conference. East Lansing, MI. October, 2016.
- "Global Tel Aviv: Place Making in the Israeli High-Tech Industry." (Panel: Laura Gonzales, Esther Milu). 19th Annual Conference of Association of Teachers of Technical Writing (ATTW).

Houston, TX. April, 2016.

- "Weaving Relationship Webs (人际关系网): Tracing Translingual (-modal) Practices across Global Eduscapes." (Panel: Xiaoye You, Xiqiao Wang, Christiane Donahue). Conference on College Composition and Communication. Tampa, FL. March, 2015.
- "Interfacing with Culture: Tracing Multilingual Practices of International Chinese Students across Digital and Non-Digital Spaces." *Computers and Writing*. Pullman, WA. June, 2014.
- "Reweaving Multilingual Practices: Tracing Chinese International Students' Construction of Comics in the Composition Classroom." (Panel: Xiaoye You, Xiqiao Wang, Christiane Donahue). Conference on College Composition and Communication. Indianapolis, IN. March, 2014.
- "Life is No Kibbutz: Tracing Shifts in Israeli Identity in a Men's Magazine." *Israel Studies Conference*. Los Angeles, CA. June, 2013.
- "English, Israel, and Globalization: Studying English in the Global High-Tech Industry." (Panel: Xiaoye You, Scott Chiu, Brooke Ricker). Conference on College Composition and Communication. Las Vegas, NV. March, 2013.
- "Global Context-ing: Mapping out Language, Identity, and Place Making Practices in International Workplace Contexts." *Association of Teachers for Technical Writing*. Las Vegas, NV. March, 2013.
- "Remediating Composition: Situating Digital Literacy Practices in Global Ecologies." *Computers & Writing*. Frostburg, MD. June, 2013.
- "Mapping Multilingual-Multimodal Literacy Practices: Tracing Writing across Classrooms, Communities, and Cultures." (Panel: Xiaoye You, David Green, Keith Gilyard). Conference on College Composition and Communication. March, 2012.
- "Refashioning Language: Locating Literacy Practices in Global Ecologies." *Thomas Watson Conference*. Louisville, KY. October, 2012.
- "Re-assembling Rhetoric: Tracing the Construction of Language, Culture, and Identity Across Local and Global Contexts." *Rhetoric Society for America Conference*. Philadelphia, PA. May, 2012.
- "Mapping Multilingual-Multimodal Literacy Practices: Tracing Writing across Classrooms, Communities, and Cultures." (Panel: Xiaoye You, David Green, Keith Gilyard). Conference on College Composition and Communication. March, 2012.
- "Convergence Culture: Locating Local Multilingual-Multimodal Practices in Global Contexts." *Featured Speaker*. Conference on Writing Education Across Borders. University College, PA. September, 2011.
- "Remediating Composition: Situating Digital Literacy Practices in Global Ecologies." *Computers and Writing*. Ann Arbor, MI. May, 2011.
- "Mapping Global Networks and Knotworks: Tracing Activity at a Transnational Hi-tech Startup." Atlanta, GA. *Association of Teachers for Technical Writing*. April, 2011.
- "Making a Space for Workplace Writing: Multilingualism in the Global Hi-tech Industry." (Panel: Paul Prior (Chair) Xiaoye You, Joel Bloch, Youngjoo Yi). Atlanta, GA. Conference on College Composition and Communication. April, 2011.
- "Composition 2.0: Towards a Multilingual-Multimodal Framework." (Panel with Xiaoye You). Fairfax, VA. *Writing Research Across Borders II*. February, 2011.
- "Re-assembling Composition: Towards a Multilingual-Multimodal Framework." *Featured Speaker*. Thomas R. Watson Conference in Rhetoric and Composition. University of Louisville. Louisville, KY. October, 2010.
- "Composition 2.0: Remixing Language and Culture in Transnational Contexts." (Panel: Suresh Canagarajah (Chair), Dwight Atkinson, Xiaoye You, Rachel Reed). Conference on College Composition and Communication, Louisville, KY. March, 2010.
- "Mapping Literate Scenes: Following Reading and Writing across Classrooms, Communities, and Cultures." *Annual Convention of the National Council of Teachers of English*. Philadelphia, PA. November, 2009.

- "Code Meshing and Mashing: Examining Multilingual and Multimodal Composing." Fifth Conference on Intercultural Rhetoric and Discourse, Ann Arbor, MI. June, 2009.
- "Researching Language Practices at an Israeli Hi-tech Company." (Panel: Suresh Canagarajah, Ulla Connor, Xiaoye You). Conference on College Composition and Communication, San Francisco, CA. April, 2009.
- "English, Israel, Globalization: Tracing Literate Development across Local and Global Contexts." 2008 Annual Convention of the National Council of Teachers of English, San Antonio, TX. November, 2008.
- "Mediating Multilingualism: A Sociocultural Study of an Israeli Start-Up Company." Symposium on Second Language Writing, Purdue, IN. June, 2008.
- "A Situated Framework for Studying Multilingual and Multimodal Contexts: Tracing the Construction of a Social Networking Tool at an Israeli Hi-tech Company." Fourth Conference on Intercultural Rhetoric and Discourse, Indianapolis, IN. June, 2008.
- "Multilingual and Global Realities: An Ethnographic Study of an Israeli Hi-Tech Company." Conference on Communication and Composition, New Orleans, LA. April, 2008.
- "Blazing a New Trail in an Israeli Men's Magazine: Mastering the Master Narratives of Israeli Society." Association of Israel Studies 23rd Annual Conference, Kafar Sava, Israel. June, 2007.
- "From the 'Open Market' to the Stock Market: Looking at Language and Economy at an Israeli Hi-Tech Company." Conference on College Composition and Communication, New York, NY. March, 2007.
- "Life is no Kibbutz: English, Israel, and Globalization." Conference on Communication and Composition, Chicago, IL. March, 2006.
- "Rethinking Engineering Education: A Case Study of Integrating Communication and Engineering in a Freshman Course." American Society for Engineering NCS Conference. Kalamazoo, MI. April, 2004.
- "Communication Across the Curriculum: Ways to Foster Collaboration with Engineers." Conference of the Association of Teachers of Technical Writing, San Antonio, TX. March, 2004.
- "ESL Students in the Composition Classroom: Using Linguistics to Rethink Our Approach." Michigan College English Association. Dearborn, MI. October, 2003.
- "Moving from the Margins to the Mainstream: Rethinking 'Aspects' of Grammar Instruction." Conference on College Composition and Communication. New York. March, 2003.
- "Designing a Writing Across the Curriculum Program at the University of Michigan's College of Engineering." International Professional Communication Conference. (with Miriam Adam). Portland, OR. September, 2002.
- "Appealing to Different Learning Styles." (with Bryant Davis). Cherry Blossom Conference on Critical Thinking and Literacy. Montgomery College. April, 1997.

## Teaching

### Michigan State, Writing, Rhetoric, and American Cultures (WRAC), 2011 to Present

#### *Graduate Courses*

Reassembling Composition and Rhetoric: Studying Language and Culture in Local and Global Contexts (AL 891)

#### *Undergraduate Courses*

Technical Writing (WRA 320)

Rhetoric, Persuasion and Culture (WRA 260)

Writing Ethnography Across Communities and Cultures (WRA 195H)

Preparation for College Writing (WRA 1004)

#### *Ph.D. Graduate Committee Member*

Laura Gonazles, 2016. Sites of Translation: What Multilinguals can Teach us about Writing,

Rhetoric, and Technology. Assistant Professor, English, University of El Paso.

\* Honorable Mention for Best Dissertation in Technical Communication

Kenlea Pebbles

*Undergraduate Research Initiative Advising*

Yunting Cao, 2016-2017

Yisi Fan, 2013-2017

Tunan Guo, 2013-2016

**Michigan State, Residential College in the Arts and Humanities, 2009 to 2011**

Language and Culture (RCAH 390)

Writing Research and Technologies (RCAH 112)

Writing in Transcultural Contexts (RCAH 111)

**University of Illinois at Urbana-Champaign, 2004 to 2006**

Rhetoric 105 (Rhet 105)

**University of Michigan, Program in Technical Communication, 2001 to 2004**

Biotechnology and Human Values (ENG 100)

Technical Communication for Computer Science and Engineering (TechCom 281)

Technical Communication for Electrical and Computer Engineering (TechCom 215)

**New England College, Tel Aviv, 2000**

Composition I (ENG 101)

**Montgomery College, MD, 1996 to 1997**

Intro to College Writing (ENGL 101)

Writing for Technology and Business (EN 109)

**University of Maryland University College, College Park, MD, 1997**

Technical Writing (WRTG 393)

**Mount Vernon College, DC, 1996 to 1997**

Writing Tutor

**University of Maryland, College Park, MD, 1996**

Writing Tutor

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**Service**

**National Service**

*National Committee Work*

Membership Coordinator, CCCC Transnational Composition Standing Group, 2015-Present

*Editorial Board Member*

Journal of Global Literacies, Technologies, and Emerging Pedagogies, 2013-Present

*Scholarly Monograph Referee*

Computers and Composition Digital Press

*Journal Manuscript Referee*

Composition Forum

College Composition and Communication

Computers and Composition

Computers in Human Behavior

Journal of Global Literacies, Technologies, and Emerging Pedagogies  
Journal of Language, Identity, & Education  
Journal of Second Language Writing  
Modern Language Journal  
Pedagogy  
Research in the Teaching of English

*Editorial Work*

Proofreader, Emerging Pedagogies in the Networked Knowledge Society, 2013

**University Service**

Information Literacy Badging Project, 2016-Present  
Faculty Learning Community (FLC) on International Students, 2016-Present  
University Academic Integrity Hearing Board, 2010 -2011

**College Service**

Israel exploratory trip: accompanied Director of Undergraduate Entrepreneurship to investigate study abroad opportunities and transnational collaborations, 2017  
Report to CAL Dean on Israeli Innovation System, 2017  
Humanities and Arts Research Program (HARP) Award Committee, 2013 – 2015  
College of Arts and Letters Writing Committee, 2012

**Departmental Service (WRAC)**

*Standing Committees*

Graduate Committee, 2015 – Present  
Appointments and Equal Opportunity Committee, 2012 – 2014, 2017-2018  
Reappointment, Promotion, and Tenure Committee, 2012 – 2015, 2016-2017  
First Year Writing Committee, 2011 – 2014  
Professional Writing Program Committee, 2012

*Ad Hoc Committees*

Entrepreneurship and Innovation Working Group, Fall 2016  
Merit Pay Committee, 2014  
MSU Alumni Club of Mid-Michigan Quality in Undergraduate Teaching Award Committee, 2013  
Fixed-Term Faculty Review Committee, 2013, 2016

*Presentations*

Presenter, First Year Writing Orientation, 2011, 2013  
Presenter, First Year Writing Workshop, 2014

*Evaluator*

Evaluator for Professional Writing Program Final Portfolio Presentations, 2012, 2013  
Classroom Observation, Wendi Tilden. Writing in the Public Interest (WRA 331), 2013

**Community and University Outreach**

Advisor, The Society for Collegiate Leadership & Achievement, 2015 - Present  
Judge, Poetry Out Loud, Michigan, 2014  
Planning Committee Member, Startup Weekend Lansing, 2011

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**Professional Memberships**

Association of Teachers for Technical Writing (ATTW)  
Conference on College Composition and Communication (CCCC)  
National Council for Teachers of English (NCTE)

**Professional Writing Experience** Assistant Editor, Personnel Management Abstracts, 1992-1993  
Technical Writer, Infineon Technologies, Holon, Israel, 1998-2000  
Freelance Technical Writer, Tel Aviv, Israel 2000-2001  
Instructional Designer, Center Educational Technologies, Ramat Aviv, Israel, 2000

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**Languages** Proficient in Hebrew